

# Hudson River Valley Greenway Hudson River Sojourn--Three Year Project

## Request for Proposals

January 16, 2018

Project Name: Hudson River Sojourn--Three Year Project  
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Contract Number: 2018-01-16-01

This request for proposals (RFP) includes the following information:

- I. Introduction
- II. Background
- III. Project Goals
- IV. Key Partners and Resources
- V. Scope of Work
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### I. INTRODUCTION

The Hudson River Valley Greenway (Greenway) is seeking bids to organize/conduct, and promote the Hudson River Sojourn (Sojourn), an eleven-day kayaking trip beginning in Albany, New York and ending in Manhattan. The purpose of the trip is to promote the Hudson River Greenway Water Trail (Water Trail), a National Water Trail and the Hudson River Valley. Greenway is seeking both a kayaking outfitter to organize and conduct the trip and a marketing firm to promote it. Greenway prefers a single bid on both components from cooperating vendors, but reserves the right to award contracts for each piece to unaffiliated vendors. In the event that two unaffiliated companies are chosen, they will be required to coordinate to make sure these two pieces are seamlessly coordinated. If you are not willing to work with an unaffiliated company please so indicate in your submission, bearing in mind that this may influence our decision.

**Project 1:** Greenway seeks to partner with a professional kayaking outfitter to organize and conduct the Hudson River Sojourn and to determine if there is a business model that allows a long-term, profitable,

sustainability for the event. The Sojourn will be an eleven-day kayaking trip for up to thirty paddlers and their guides (5:1 client to guide ratio, maximum 36 on-water/overnight participants), The Sojourn will begin in Albany, New York and end ~145 miles south in Manhattan. The Greenway is seeking a three-year commitment from an outfitter to organize and safely operate the event. The Greenway will provide technical assistance on how to organize such an event based on a ten-year history of running a similar event, the Great Hudson River Paddle. The Greenway will also provide startup and equipment funding in year 1, with the expectation that, via fees charged to participants, the event will become self-sustaining (profitable) in years 2 and 3. The outfitter may then choose to continue the event beyond three years if it is in their interest to do so.

**Project 2:** The Greenway is seeking a marketing firm to promote the Sojourn to interested paddlers prior to the event and to the public during the event. Publicity should be sought across the media spectrum including, but not limited to, television, radio, print, and social media platforms.

## II. BACKGROUND

In 1994, the Hudson River Valley Greenway began working with the Hudson River Watertrail Association to complete a small boat water trail along portions of the lower Hudson River as a component of the [Hudson River Greenway Trail System](#). In 2001, the Greenway secured funding to establish a Hudson River Greenway Water Trail. Today the Water Trail has over 115 sites along a 256-mile route, and features a guidebook, map set and comprehensive [website](#).

## III. PROJECT GOALS

- Promote the Hudson River Greenway Water Trail as a tourism destination to paddlers and the public across the country and around the world
- Provide a “trip of a lifetime” experience to participating paddlers
- Demonstrate and teach appropriate safety techniques for paddling on a commercial waterway
- Educate paddlers and the public about Hudson River Valley’s cultural and natural resources

## IV. KEY PARTNERS AND RESOURCES

This project is funded in part by a grant provided by New York State Empire State Development

### Other Key Partners

- National Park Service
- New York State Department of Environmental Conservation
- New York State Office of Parks, Recreation and Historic Preservation
- New York State Empire State Development, I Love NY
- New York State Department of State
- Hudson Valley Tourism
- Hudson River Valley Communities
- Dutchess County Tourism
- Hudson River Watertrail Association
- Riverkeeper
- Scenic Hudson

## Resources

The Hudson River Valley Greenway has conducted ten previous paddles of this nature and staff will provide technical assistance and contacts for the selected bidder(s) as desired and to set safety expectations.

## V. SCOPE OF WORK

**Project 1:** The details of setting up and running an event like this is lengthy. A non-inclusive list is provided below.

- Set event dates, **based on tidal current predictions**
- Set event price
- Prepare national/regional advertising
- Open website for registration
- Process incoming registrations and requests for information (ongoing thru registration close)
- Answer Paddler questions/concerns thru paddle launch
- Update database/excel sheets to record registrations
- Hire guides and land crew—need client-to-guide ratio of 5:1 and land crew (2-3)
- Identify and secure campsites/hotels, shower facilities, shuttle van(s) and driver(s)
- Procure insurance
- Organize day trips with other outfitters
- Set orientation location
- Order duffle bags
- Review logistics, etc. going forward to launch
- Design tee shirt
- Close registration ~ 6 weeks prior to launch
- Provide diet/medical info to land crew, and guides
- Work with restaurants to meet dietary needs of all participants/crew.
- Request insurance for additional named insureds
- Prepare for orientation, organization, directions and mailing ~ 1 month to 1 week prior to orientation
- Order tee shirts
- Conduct orientation ~ 3 weeks prior to launch
- Reserve gear hauling truck with rental company
- Set up VIP paddles and invite Governor/VIPs
- Track VIP responses and set up boats
- Finalize Thru-Paddler Itinerary and email/mail
- Work with Greenway to procure or use existing gear at campsites (EZ Ups, stoves, tables, etc.)
- Shop for new/replacement gear as needed
- Pick up rental truck
- Pick up or acquire gear to run a campsite for ~40 people (30 paddlers, 6-7 guides, 3 land crew)
- Pick up drinking water

**Project 2:** In consultation with Greenway, prepare and execute a promotional plan across a variety of media platforms to 1) encourage paddlers to register to participate, and 2) involve the public in the event itself as either participants, interested parties, or story consumers. Organized media events should occur at the launch in Albany, at each overnight stop, and at the finish in Manhattan. Media platforms should include, but are not limited to, television, radio, print, and social media platforms.

## VI. General Guidelines for Applicants

### Eligibility

Applicants that are eligible to submit proposals in response to this RFP include private non-profit organizations and institutions, for-profit organizations, and educational institutions. Partnerships are allowed. For the marketing project the vendor must use a certified [New York State M/WBE](#) firm for the work.

### Required Qualifications

Applicants should possess expertise and/or a track record for delivering projects of this nature. Firms with the following are encouraged to submit a proposal for this project:

- Are familiar and comfortable leading kayaking trips on the entire Hudson River Estuary from Albany to Manhattan
- Have an excellent safety record
- Are familiar with the Hudson River Valley and its environs
- Have demonstrated success at working with both the public and private sector
- Have deep contacts within the media in the Hudson Valley from Albany to New York

### Schedule

Once the contract is signed the selected firm will begin work immediately with the trip occurring during summer 2018.

Proposals Due to HRV Greenway	February 7, 2018
Applicants Notified of Funding Decisions	On or about February 27, 2018
Approximate Start Date	On or about March 1, 2018
Approximate Project End Date	Not later than October 31, 2018

### Funding

Total funds for projects included in this RFP shall not exceed \$100,000.

Approximately \$75,000 is available to support the Sojourn portion of the project and approximately \$25,000 is available to support the marketing portion of the project. Joint bidders may structure their bid accordingly.

### Minority and Women Owned Businesses (M/WBE) Participation Goal

The Hudson River Valley Greenway, as manager of the Water Trail, and as part of the State Executive Department, supports the policy of New York State to maximize opportunities for the participation of New York State business enterprises. New York State wishes to maximize opportunities for minority and women-owned business enterprises (M/WBE). This project is funded, in part, by a grant from Empire State Development (ESD). ESD includes a 30% M/WBE participation goal for all grant funds they award. For more information on M/WBE see: [Empire State Development's M/WBE program pages](#).

## VII. Proposal Requirements

Proposals should include a cover letter, title page, abstract, narrative (5-page maximum), timeline, citations, budget, budget justification, description of qualifications, examples of similar products completed by the vendor, and references. Proposals that do not contain all of the information requested and/or do not meet the format requirements may be eliminated from consideration.

**Cover Letter**

Please include a one-page cover letter, printed on official letterhead and signed by an authorized representative of the lead agency, firm, or institution, with each proposal.

**Title Page**

The title page must adhere to the format provided in Appendix A and include all of the following information, using a maximum of one single-spaced, one-sided, typed 8.5" x 11" page with 11-point font and 1-inch margins:

- Title: Use the exact project title as it appears throughout the proposal.
- Project Leader: Provide the name, title, and affiliation of the Project Leader. The Project Leader will be the main point of contact for the project and is authorized to negotiate the contract terms.
- Project Financial Contact, and any subcontractors: Provide the name of the individual responsible for financial and contractual negotiations if different than the Project Leader.
- Contact Information: Provide the complete contact information for the Project Leader, and Project Financial Contact, including mailing address, telephone and fax numbers, e-mail address, and website address.
- Project Support: Provide the names, titles, affiliations, and complete contact information for each of the additional support staff who will significantly contribute to the project (If needed, additional support staff can be listed in an appendix to the proposal).
- Project Cost: Provide the total project cost for each individual project
- Federal Tax Identification Number(s) (FID)

**Proposal Narrative**

The proposal narrative for each project (project 1 Sojourn, project 2 marketing) must not exceed five (5) consecutively numbered, single-spaced, typed 8.5" x 11" pages with 11-point font and 1-inch margins.

The five pages must include all of the following information and must cite sources where appropriate:

- Project Overview: Describe your firm's approach to the Hudson River Sojourn and/or Sojourn Marketing project(s). This section can also include brief background or introductory information.
- Objectives: Outline how the project will achieve the goals of this RFP.
- Methodology: Outline the project's design and describe the methods and techniques that will be used to meet the project's goal and tasks.
- Deliverables: Describe the project's expected outputs and outcomes, and list and describe each of the specific deliverables and end-products.
- Briefly discuss the process to be used to evaluate the effectiveness and success of the project moving forward.
- Roles and Responsibilities: Define the roles and responsibilities of all project participants from your firm or partner firms.

**Timeline**

Provide a detailed timeline for meeting identified tasks and completing deliverables, with a completion date no later than October 31, 2018. Although the project start date is anticipated to be on or about March 1, 2018, this date may change based on the time the actual agreement is established.

**Citations**

Include references as needed.

## **Budget**

The project budget must be provided in two formats. First, provide a complete, detailed budget using the format provided in Appendix B at the end of this document. The budget must be no more than one 8.5" x 11" page with 1" margins and 11-point font. Along with this budget, provide a brief justification for the proposed costs in terms of meeting project objectives. Include an explanation of how indirect costs are calculated. Justify subcontracts, if any.

Second, prepare a budget that is broken down by project tasks as shown in Appendix C of this document. Contractual payments will be made based on this budget. This budget must be no more than two 8.5" x 11" pages with 1" margins and 11-point font.

## **VIII. Submission Process**

Deadline for receipt of proposals by the Greenway is **Wednesday, February 7, 2018** at the Hudson River Valley Greenway offices at 625 Broadway - 4<sup>th</sup> Floor, Albany, NY 12207-2995. No late submissions will be considered. Applicants must submit their proposals electronically. Email your proposal to [hrvg@HudsonGreenway.ny.gov](mailto:hrvg@HudsonGreenway.ny.gov), with "Hudson River Sojourn-- Your Firm Name" in the subject line. If your email will exceed 20MB, please send us a link from a file-sharing service for download. Please call 518-473-3835 to confirm receipt. It is highly preferred that the proposal and all supporting information are submitted as a single PDF document. For questions regarding submission of proposals, contact Scott Keller, [scott.keller@hudsongreenway.ny.gov](mailto:scott.keller@hudsongreenway.ny.gov), 518-473-3835. To submit in-person, contact the Greenway at 518-473-3835.

Hudson River Valley Greenway  
625 Broadway, 4<sup>th</sup> Floor  
Albany, NY 12207-2995

### **Pre-Application Conference Call**

A conference call will be held **about one week prior to proposal submission at 10:00 AM EST** to answer clarifying questions submitted by potential applicants. If you want to participate in the conference call, please send a request to participate to [hrvg@HudsonGreenway.ny.gov](mailto:hrvg@HudsonGreenway.ny.gov) and include "Hudson River Sojourn—Pre-Application Call" in the subject line. Emails must be received by **12:00 PM January 29, 2018**. Your request should include: your name, affiliation, email, and phone number, and any questions you would like answered. Only questions submitted by email prior to the call will be answered and no additional questions will be answered after the conference call. It is not necessary to submit a question to participate in the call. All interested applicants will be contacted by email with details for joining the call.

## **IX. Notification of Awards**

Award notification to applicants is expected on or about **February 27, 2018**. Award recipients may be asked to submit a revised work plan, timeline, and budget at this time. Projects cannot start until the contract is signed by both parties. Greenway will not pay for expenses incurred prior to a contract being in place. Payment for costs incurred will be on a reimbursement basis and contingent upon project deliverables.

Greenway reserves the right not to award contracts subject to availability of funding, suitability of bids, or for any other reason.

## APPENDIX A: TITLE PAGE FORMAT

**Title:**

**Project Leader:**

**Project Financial Contact:**

**Contact Information:**

**Project Support Staff:**

**Project Cost: \$**

**Federal Tax Identification Number:**

**DUNS Number:**

### **Project Overview**

The abstract must fit within this title page, using a maximum of one single-spaced, one sided, typed 8.5" x 11" page with 11-point font and one-inch margins (remove this instructional text when completing page and prior to submitting proposal)-

**APPENDIX B: OVERALL BUDGET TABLE**

<b>PROJECT BUDGET</b>	
<b>BUDGET CATEGORY</b> <i>(Add/remove itemizing lines below major categories as necessary, but do NOT delete major categories)</i>	<b>PROJECT REQUEST</b>
<b>A. PERSONNEL</b> (list individual names and titles below) <b>TOTAL:</b>	\$
	\$
	\$
	\$
<b>B. FRINGE BENEFITS</b> ____% of ____ (e.g., 10% of total personnel costs) <b>TOTAL:</b>	\$
<b>C. TRAVEL</b> (estimate number/purpose of trips below) <b>TOTAL:</b>	\$
	\$
	\$
	\$
<b>D. EQUIPMENT</b> (itemize below) <b>TOTAL:</b>	\$
	\$
	\$
	\$
<b>E. SUPPLIES</b> (itemize below) <b>TOTAL:</b>	\$
	\$
	\$
	\$
<b>F. CONTRACTS</b> (identify & itemize below) <b>TOTAL:</b>	\$
	\$
	\$
	\$
<b>G. OTHER</b> (identify & itemize below) <b>TOTAL:</b>	\$
	\$
	\$
	\$
<b>H. TOTAL DIRECT COSTS (SUM OF A-G)</b>	\$
<b>I. INDIRECT COSTS</b> ____% of ____ (e.g., 10% of total direct costs) <b>TOTAL:</b>	\$
<b>J. TOTAL PROJECT COST (SUM OF H+I)</b>	\$

**APPENDIX C: TASK-BASED BUDGET FORMAT**

<b>Task Number</b>	<b>Task Name</b>	<b>Expected Date of Completion</b>	<b>Cost</b>