



Hudson River Valley Greenway

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Greenway Conservancy

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Hudson River Line Mobile Tour App Marketing

Request for Proposals January 3, 2018

Project Details

Project Name: Hudson River Line Mobile Tour App Marketing
Project Administrator: Greenway Heritage Conservancy HRV, Inc.
Contact Information: Scott Keller, Acting Executive Director
Hudson River Valley Greenway
625 Broadway, 4th Floor
Albany, NY 12207
(518) 473-3835
hrvg@hudsongreenway.ny.gov
Contract Number: 2018-01-03-01

Project Introduction

The Greenway Heritage Conservancy HRV, Inc. DBA the Hudson River Valley National Heritage Area (HRVNHA) seeks the expertise of a NYS certified MWBE firm (Consultant) or firms to develop and execute a marketing campaign to promote a soon to be released mobile app showcasing the Hudson River Valley to Amtrak and Metro-North train riders between New York City and Albany, NY.

Project Purpose

Consultant will create and execute a marketing plan to promote a smartphone app for Hudson River Line train service between New York City and Albany-Rensselaer from April through September 2018, the end of the 2018 tourism season in the Hudson Valley. The smartphone app is currently being built by OnCell, of Pittsford, NY, and will connect riders on Amtrak and Metro-North Hudson River trains to the region's history and resources right outside their windows, including the parks, trails, historic sites, cultural destinations and historic downtowns within the HRVNHA. Project will build on a printed booklet produced by the HRVNHA called "[Windows on History](#)" and other previously developed materials and narratives.

Hudson River Valley Greenway

The Hudson River Valley Greenway is a unique state-sponsored program established by the Greenway Act of 1991 to encourage communities to develop projects and initiatives related to the criteria of natural and cultural resource protection, regional and local planning, economic

development, public access to the Hudson River (as well as other regional and local resources), and heritage and environmental education. It provides technical assistance and small grants for planning, water trail and land-based trails and other projects that reinforce the Greenway Criteria. The Greenway manages the Hudson River Valley National Heritage Area.

Hudson River Valley National Heritage Area

The Hudson River Valley National Heritage Area program was established by Congress in 1996 and is funded through the National Park Service and Department of the Interior. The mission of the HRVNHA is to recognize, preserve, protect and interpret the nationally significant historic, cultural and natural resources of the Hudson River Valley for the benefit of the Nation. The Hudson River Valley Greenway is the management entity for the HRVNHA. Funding for this project is provided, in part, by funds allocated by the National Park Service.

Project Area

The area includes the Hudson River Valley between Penn Station/Grand Central Terminal and Albany/Rensselaer. Multimedia advertising should include a wide area beyond the Hudson Valley, including New England and the mid-Atlantic states.

Partners

Metropolitan Transportation Authority/Metro-North, Amtrak, Empire State Development (I Love NY), Hudson River Valley Greenway/National Heritage Area, Hudson Valley Tourism, National Park Service, Scenic Hudson, various county tourism promotion agencies, and local historic sites and museums.

Scope of Work

The marketing campaign should include (but is not limited to) the following:

- A robust social media blast (Facebook, Instagram, etc.)
- Radio ads
- Posters in Amtrak and Metro-North stations and trains, and mailing inserts to Metro-North monthly ticket holders
- Design should mirror the Hudson River Valley National Heritage Area and National Park Service design elements
- Report the results the campaign including detailed information on results such as the demographic and geographical reach of campaign, as well as the number of persons reached.

Schedule

Month 1 (March 2018): Project awarded, contract signed; Consultant and NHA will outline a detailed marketing plan including a timeline. The plan will be reviewed and approved by key personnel. Consultant begins plan implementation.

Month 1-2 (March-April 2018): Consultant will work on project elements.

Month 3-7 (May 2018-September 2018): Marketing campaign.

Month 8-9 (October 2018-November 2018): Consultant will report detailed results including details of demographic and geographic reach of campaign, as well as the number of persons reached.

Budget:

\$40,000: Consultant will provide in-depth breakdown of project costs, including total estimate of cost per component, appropriate compensation rates for individuals assigned to the project, etc.

Qualification Criteria

Eligible firms with the following qualifications are encouraged to submit proposals for this project:

- Success with multimedia ad campaigns in the Hudson Valley and surrounding areas
- Familiarity with the Hudson River Valley
- Firm must be NYS Certified M/WBE
- Understanding of Hudson Valley history
- Consultant can partner with outside firms to achieve goals

Evaluation of Proposals and Award Process

The Greenway reserves the right to reject any or all submissions associated with this work. Greenway may request that qualified bidders consider contracting for only certain project elements or to consider partnering with another qualified bidder or bidders. Greenway may also contact the bidder to clarify aspects of any proposal submitted.

The Greenway will evaluate proposals and verify that the interested firms comply with the qualification requirements on operational and technical expertise, and financial capability. Projects will be evaluated on cost of services, contractor's experience in projects of similar scope, qualifications of staff assigned to the project, responsiveness and understanding of project goals, understanding and familiarity with the Hudson River Valley's geography and stakeholders, and contractor's ability to perform requested work. Consideration will be given to how well each proposal demonstrates an understanding of Greenway's purpose and goals. Following receipt and review of the proposals, the Greenway may opt to interview vendors whose proposal have placed high in the review process.

Minority and Women Owned Businesses (M/WBE)

The Hudson River Valley Greenway supports the policy of New York State to maximize opportunities for the participation of New York State minority and women owned business enterprises (M/WBE). The [M/WBE](#) participation goal for this project is 100%. The federal government and New York State wish to maximize opportunities for minority- and women-owned business enterprises.

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.

Pre-Application Q&A

A Question and Answer document will be released prior to the proposal submission deadline to answer clarifying questions submitted by potential applicants. If you want to submit questions to be answered in the document, please send a request to hrvg@HudsonGreenway.ny.gov and include "Hudson River Mobile App Marketing—Pre-Application Q&A" in the subject line. Emails must be received by **4:00 PM January 18, 2018**. Your request should include: your name, affiliation, email, and phone number, and any questions you would like answered. Only questions submitted by email will be answered and no additional questions will be answered after the document is released.

Required Submittals for Proposal

General Profile of Firm and Qualifications

- Affirmation of the firm's and individual qualifications for professionally and expertly conducting the work as understood.

Contact Information

- Indicate the consultant, the firm contact person concerning the proposal, and the person who prepared the proposal, including names, addresses, telephone numbers, and email. These contacts should also include the name, title, address, and telephone number of person(s) with authority to negotiate with availability during the proposal evaluation period.

Scope of Work and Detailed Budget

- Completion of Appendices A-C (attached).

- Statement indicating the firm's understanding of the work to be performed, including identification of proposed tasks, work plan, comprehensive budget analyses (total estimate of costs, appropriate compensation rates for individuals assigned to the project, etc.), timeframes and deliverables, and reporting methods and documentation.

Schedule for Provision of Work

- Indicate anticipated availability and estimated performance schedules, if selected.

References, Experience, and Assurances

- Current CV or Resume (for all parties if more than one consultant).
- Minimum of three (3) references.
- Portfolio including examples of past work and experience.
- Statement assuring that the entire proposal is valid for 90 days.

Please submit proposals via email by January 26, 2018 to hrvg@hudsongreenway.ny.gov. If your email will exceed 20MB, please send us a link from a file-sharing service for download. Please include "**Hudson River Line Mobile Tour App Marketing**" in the subject line and call (518) 473-3835 to confirm receipt. Any hard copy examples that may supplement your submission must be postmarked by the due date and mailed to:

Scott Keller
Acting Executive Director
Hudson River Valley Greenway
625 Broadway, 4th Floor
Albany, NY 12207

If you would like to deliver your proposal in person, please call (518) 473-3835 to make arrangements.