



Hudson River Valley Greenway



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Hudson River Valley National Heritage Area
Dutch Brochure Design

Request for Proposals
August 25, 2020

Project Details

Project Name: Hudson River Valley National Heritage Area
Dutch and Native American Heritage in the Hudson River Valley
Brochure Design

Project Administrator: Greenway Heritage Conservancy HRV, Inc.
Contact Information: Scott Keller, Executive Director
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Contract Number: 2020-8-25-01

Project Introduction

The Greenway Heritage Conservancy HRV, Inc. DBA the Hudson River Valley National Heritage Area (HRVNHA) seeks the expertise of a qualified firm (Consultant) or firms to design a map-guide brochure on the topic of Dutch history in the Hudson Valley.

Project Purpose

Consultant will, with the input of HRVNHA staff, design a brochure focused on the Dutch history of the Hudson Valley. The brochure will complement and follow the National Park Service's design elements of the [HRVNHA's 5 existing brochures](#). These brochures are distributed in hard copy throughout the United States and via PDF on our website. Text has already been developed and edited for length for this brochure. HRVNHA will provide photos, logos, and fonts (if needed, from our existing brochure design files).

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. In keeping with the New York tradition of home rule, the Greenway program has no regulatory authority and participation by municipalities in Greenway programs and projects is entirely voluntary. The Greenway also 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 Hudson River Valley National Heritage Area 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 Hudson River Valley National Heritage Area. Funding for this project is provided, in part, by funds allocated by the National Park Service to the NHA for the Hudson River Valley National Heritage Area program.

Project Area

The brochure will cover the geographical area of the Hudson River Valley National Heritage Area, and include the 10 counties of Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, Columbia, Greene, Rensselaer, and Albany and the Village of Waterford in Saratoga County all in New York State.

Partners

This project is partially funded by a Dutch Culture USA grant via the Dutch Minister of Foreign Affairs. The Hudson River Valley National Heritage Area works in partnership with the National Park Service. All partner logos will be included in brochure.

Scope of Work

With the input of HRVNHA staff, Consultant will design brochure in line with existing brochures and will follow NPS design features. Work should include, but may not be limited to:

- Using existing text, which has been edited to similar length as 5 existing brochures; further light editing may be suggested
- Inclusion of provided logos: HRVNHA, NPS, Dutch Culture USA
- A map of the Hudson Valley highlighting sites featured in the brochure
- Please include any proposed elements in proposal
- Proofs must be provided in PDF and all final design files must be provided to the Greenway in EPS, AI, and PDF formats

Schedule

Month 1 (September 2020-October 2020): Project Awarded, contract signed; Consultant and NHA will outline a detailed project plan including a timeline. The project plan will be reviewed and approved by key personnel. Consultant will provide at least 3 mock-ups of the brochure design via PDF.

Months 2-3 (October 2020-December 2020): Consultant will update design based on feedback provided by HRVNHA and our partners.

Month 3 (December 2020): NHA will issue final approval for the design.

Months 4-6 (January-March 2021): Consultant will be required to be available for consultation and possible edits based on input from our printers.

Budget:

Consultant will propose in-depth breakdown of project costs to achieve project goals. Please provide timeline (if different from above), hourly rate, and estimated number of hours needed to complete work.

Qualification Criteria

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

- Success and experience in graphic design
- Familiarity with the Hudson River Valley
- Understanding of history
- Consultant can partner with outside firms to achieve goals
- Access to images depicting Dutch History in the Hudson Valley a plus, but not required

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 timing of 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). M/WBE participation will be weighed in the evaluation. The MWBE participation goal for this project is 30%. The federal government and New York State wish to maximize opportunities for minority- and women-owned business enterprises.

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

- 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, experience, and design examples.
- Statement assuring that the entire proposal is valid for 90 days.

HRVNHA will accept questions from prospective applicants via the email below through Sept 2, 2020. We will answer questions via conference call on Sept 8, 2020. Please provide a list of all emails who should receive call-in info. Limit two per respondent.

Please submit proposals via email by close of business on September 16 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 Dutch and Native American Brochure RFP**” in the subject line and call (518) 281-7899 to confirm we have received your submission. Due to the ongoing Covid-19 pandemic, we cannot accept hard copy submissions.