REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN THAT SEALED PROPOSALS ARE SOUGHT AND REQUESTED FOR THE FOLLOWING:

PROPOSAL NAME:
Graphic Design, Formatting & Editing for the Southold Town Comprehensive Plan Update

A copy of the detailed proposal request may be obtained at the Southold Town Clerk’s Office beginning February 28, 2019

OPENINGS
(submit proposal by this time)

PLACE: Town of Southold
      Town Clerk’s Office
      53095 Main Road
      Southold, NY 11971

DATE: March 21, 2019
TIME: 2:00 PM

All questions and requests for clarification about the RFP shall be directed in writing by email before 2:00PM, March 20, 2019 to:

CONTACT PERSON: Heather Lanza, Town Planning Director
Town of Southold, 631-765-1938

VENDORS MUST SUBMIT PROPOSALS IN SEALED ENVELOPES.

PLEASE PRINT THE FOLLOWING ON THE FACE OF ENVELOPE:

1) NAME & ADDRESS OF VENDOR
2) PROPOSAL NAME

It is the vendor’s responsibility to read the detailed Request for Proposals and provide a proposal that completely and accurately addresses each part of the document. Upon submission of the proposal, it is understood that the vendor has read, fully understands and will comply with all requirements.

The Town of Southold welcomes and encourages minority and women-owned businesses to participate in the bidding process.
REQUEST FOR PROPOSAL

Date: February 28, 2019

Graphic Design, Formatting & Editing for the Southold Town Comprehensive Plan

PROJECT OVERVIEW

The Town of Southold (“Town”), as a Contractor for the New York State Department of State (NYSDOS), has completed drafting its Comprehensive Plan Update entitled Southold Prosperity Comprehensive Plan: A Strategic Plan for Jobs, Housing, Natural Resources, and Heritage. Funding is being provided by NYSDOS through Title 11 of the Environmental Protection Fund (EPF) to procure a consultant to work with the Planning Board and Planning Department to edit, and add graphic design and formatting elements to improve the readability and comprehension of the document.

The entire plan is available for review online on the Town’s website at the following address:


1. Town of Southold website www.southoldtownny.gov;
2. Click on Town Records/Weblink/Laserfiche Icon;
3. Click on Planning Dept. folder;
4. Click on Comprehensive Plan Update;
5. Click on various chapters.

NYSDOS must approve all consultants and sub-consultants. The Consultant must comply with all provisions in the Contract between NYSDOS and the Town of Southold, including all appendices. A copy of the contract is available upon request. The selected Contractor shall be required to address all tasks below and comply with all NY State requirements for the relevant elements of the project in the contract between the Town and NYS DOS. The selected Contractor shall be required to submit payment requests that align with the State Contract.

For purposes of this project, the Contractor, to the extent possible, must follow established State Minority and Woman-Owned Business Enterprises (MWBE) contracting requirements for the State share of this project. No less than 30% of the State’s share of the contract amounts between the Town and the selected Contractor shall be allocated: 15% for Woman-Owned Business Enterprises and 15%
for Minority-Owned Business Enterprise(s) in accordance with NY State contract requirements.

**TASKS**

1. Review the completed draft Comprehensive Plan Update and identify areas where editing will make the narrative easier to read and better understood. The entire plan is available for review and download at the Town’s website on the Laserfiche/Weblink system. See above for details on how to view the plan.

2. Review the completed draft Comprehensive Plan Update and identify areas where formatting and graphics such as charts will enhance the ability of readers to understand the content. This includes adding formatting such as new font styles or sizes, adding consistent numbering formats, adding table of contents, converting areas of text or enhancing them with charts, graphs, pictographs or other graphics, and designing an executive summary of the entire plan that is heavy on graphics. The plan will mainly be available online, though some limited paper copies will be produced. See above for details on how to view the plan.

3. Meet with Town officials to review initial analyses and ideas for an executive summary.

4. Edit, format and add graphics to the plan as described above.

5. Provide draft for review by Town officials.

6. Revisions or edits as necessary.

7. Provide a final draft of the completed plan with the final edits, formatting and graphic design elements and including the executive summary.

**Deliverables:**

- Outline of planned editing, formatting and graphic design changes
- Draft plan with completed edits, new formatting and graphic design changes, and new executive summary
- Final plan with completed edits, new formatting and graphic design changes, and new executive summary

**Schedule for Completion of the Tasks:**

- **April 11, 2019** (or within 2 weeks of executed contract).  
  Tasks 1, 2 & 3 completed
- **May 10, 2019** (or within 6 weeks of executed contract).  
  Tasks 4 & 5 completed
- **May 24, 2019** (or within 8 weeks of executed contract).  
  Tasks 6 & 7 completed

The required completion date for the NYSDOS Contract is June 30, 2020.
CRITERIA for CONSIDERATION in SELECTION of VENDOR

- Level of experience with writing, editing, formatting & designing graphics for ease of reading and comprehension for government comprehensive plans
- Level of experience working with Southold Town
- Ability to meet the schedule for completion
- Location of vendor relative to Southold Town
- Cost proposal

GENERAL

1. Proposals must include the following:
   
a. Work plan that incorporates the following
      - Detailed description of the steps to complete the Tasks listed above
      - Project budget,
      - Project timetable for each task
      - Deliverables
   
b. Costs for each task listed above, broken down into categories of expense including estimated travel costs, salary, materials.
   
c. Examples of similar completed projects.
   
d. Detailed description of companywide related projects, and contact information for references.
   
e. Qualifications of proposed project team members
      i. Education
      ii. Professional licenses or other affiliations
      iii. Number of years engaged in services related to those in this RFP
      iv. Other relevant work experience or qualifications
      v. The role each person would play in this project
   
f. Five paper copies + digital format

2. The execution of a Professional Services Contract (example attached) will be required.

3. Deliverable documents to be provided as hard copies and digitally in Word format as well as PDF.

Longevity of Proposals:
A proposal may be withdrawn at any time prior to the date specified as the Submission Deadline. However, no Contractor(s) may withdraw or cancel a Proposal for a period of ninety (90) days
following the Submission Deadline, nor shall the successful Contractor(s) withdraw, cancel, or modify the Proposal after having been notified that the Proposal has been accepted by the Town, except at the request of the Town or with the Town’s written consent.

Selection of Awardee and Compliance with Procurement Requirements:
The intent of the Town is to select and contract with the most qualified Contractor(s) and provides the best overall value of work that responds to this RFP. The Town reserves the right to invite qualified Contractor(s) to an interview after the initial evaluation process is complete and the Town may alter the scoring of a qualified Contractor’s proposal based on the interview. Contractors are responsible for all costs or expenses incurred to attend such interview.

Notwithstanding the scoring criteria outlined above, the Town reserves the right to select a submission that, on its sole judgment, is consistent with and responsive to the policies, goals, and objectives of the Town and NYS DOS’s programs irrespective of whether it is the lowest-priced proposal, if it is determined to be in the best interest of the citizens of Southold and State of New York. All Contractor proposals are subject to an evaluation based on the qualifications, experience, services, costs, and the consistency with the requirements of this RFP as well as “best value.” Best value means the basis for awarding contracts [for services] comes from proposals that “optimize quality, cost, and efficiency among responsive and responsible offerors” (State Finance Law, Article 11, § 163). The Town reserves the right to reject any/all proposals, and amend, modify as needed.

Incomplete proposals that do not address all of the requested components should not be accepted for review and consideration.

Contract Negotiations:
The Town intends to enter into contract negotiations with the firm or firms selected who shall be required to enter into a written contract (hereinafter, the “Contract”) with the Town 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 proposing Contractor(s), if any. These negotiations could include all aspects of services and cost. Neither the selection of a proposing Contractor(s) nor the negotiation of the Contract with such proposing Contractor(s) shall constitute a binding commitment on behalf of the Town to enter into a Contract with such proposing(s) Contractor(s), as any binding arrangement must be set forth in the Contract signed by both parties and is subject to all requisite approvals.

Notice of Award:
The Town shall inform the Awardee that they have been selected by means of a Notice of Award issued by the Town. Neither the selection of a respondent 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.

Submissions Due by March 21, 2019 before 2:00pm in the Southold Town Clerk’s office.

Encls: Sample Professional Contract