

Request for Proposals

EDUCATIONAL CAMPAIGN MARKETING CONSULTANT FOR THE VILLAGE OF HASTINGS-ON-HUDSON

SPECIFICATIONS

(Dated: 07/09/2021)

Proposals must be received by

July 23, 2021 at 10:00 A.M.

Village of Hastings-on-Hudson
7 Maple Avenue
Hastings-on-Hudson, NY 10706
Tel: (914) 478-3400
Fax: (914) 478-4624
Website: www.hastingsgov.org

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NOTICE TO BIDDERS

The Village of Hastings on Hudson hereby invites the submission of sealed proposals
For:

Request for Proposals Educational Campaign Marketing Consultant For the Village of Hastings-on-Hudson

Proposals will be received until 10:00 A.M. on:

Date

July 23, 2021

By:

Joseph Cerretani

Village Clerk

7 Maple Avenue

Hastings-on-Hudson, NY 10706

The scope of work includes designing and implementing an educational campaign to raise awareness for recycling, and will be made available beginning on Friday, July 9, 2021 online at <https://www.hastingsgov.org/village-clerk/pages/legal-public-notice> or by sending an email to the Village Clerk at JCerretani@hastingsgov.org.

In addition to the above, the Village of Hastings-on-Hudson has partnered with BidNet as part of the Empire State Purchasing Group and will post our bid opportunities and any addendums to this site. As a vendor, you can register with Empire State Purchasing Group and be sure that you see all of the Village's available bids, addendums, and opportunities. Detailed plans and specifications for said bid may be obtained through the Empire State Purchasing Group at the following link: www.bidnetdirect.com/new-york/hastings-on-hudson

Proposals will be opened July 23, 2021 at 10:00 A.M.

Awards will be made at a meeting to be held at a later date.

Clearly label your package:

Educational Campaign Marketing Consultant For the Village of Hastings-on-Hudson

The Village of Hastings-on-Hudson reserves the right to reject any or all proposals.

Interested Consultants may submit questions in writing to villagemanager@hastingsgov.org up to 4:00 PM on July 19, 2021

Answers will be posted online at <https://www.hastingsgov.org/village-clerk/pages/legal-public-notice> in the appropriate Bid Document file and distributed to all known bidders by 4:00 P.M. on July 21, 2021.

Project Summary

The Village of Hastings-on-Hudson, NY (the “Village”) is soliciting proposals from qualified marketing consultants or marketing firms to provide marketing services for a promotional, educational, and outreach campaign focused on increasing recycling rates in the Village, as described herein. The goal of the program is to improve participation rates in recycling, source separation, and to promote the use of the Recycle Right application, with special focus on large waste producers, such as restaurants, schools, and other large commercial and residential properties.

Background & History

As a silver ranked Climate Smart Community, the Village is ever focused on and committed to increasing recycling rates and green initiatives. To that end, the Village has enacted a number of policies and initiatives to increase awareness and understanding of the individual impact each resident has on the environment. One of the targeted focuses is on recycling.

The Village wishes to become a leader in recycling in Westchester County. The data indicates that outreach and education is necessary to increase participation. Thus, the project initiates a comprehensive, coordinated campaign with a range of public education and promotion tools. Central to the campaign is promoting the Recycle Right app to provide residents with access to location-specific recycling schedules and guidance via their mobile phones.

Thanks to the New York State Department of Environmental Conservation’s Municipal Waste Reduction and Recycling Program, the Village has been granted funds to assist in this important initiative.

Scope of Services

The Consultant will be responsible for coordinating the educational, promotional, and outreach campaign through a variety of digital and physical media, as well as through social media platforms. Working closely with the Village Manager, Superintendent of DPW and the Village’s Zero Waste Advisory Taskforce (ZWAT), the Consultant will focus in on key communications and educational deficits in recycling throughout the Village. The Consultant will work to coordinate educational programming for school-aged children, as well as the larger community. The Consultant will identify specific and impactful methods of communication to establish a long-lasting program. The below list of work products is to be included as the Consultant’s/firm’s responsibilities.

1. Bi-annual emails to residents and restaurants which will include recycling guidelines to post in the home
2. Insert for Hastings’ New Residents Welcome Package with best practices for recycling
3. Banners for well-trafficked intersections to promote right recycling
4. Lawn signs to install around the village
5. Posters to maximize reach
6. A work product to be designed with messaging tailored to senior citizens via the Senior Outreach Program
7. Monthly emails disseminating helpful hints for waste reduction and recycling
8. Updates for village website pages with educational material
9. A marketing tool will be developed to educate restaurants, schools, and other large waste-producing institutions
10. Bash the Trash assemblies for elementary and middle school students to reinforce the message and to encourage civic action by students and their families.

Monthly coordination meetings, consisting of the Village Manager, the Department of Public Works Superintendent, and the ZWAT will be part of the regular schedule of the project. The below is the project timeline.

Month 1. Procure marketing consultant.
Month 2. Village and consultant finalize outreach campaign. Branding developed. First monthly e-blast sent.
Month 3. Production of banners, posters, lawn signs. Webpage design on Village website. Inter-municipal outreach (e.g. City of Rochester) to share best practices.
Month 4. Webpage launch. First mailer distributed.
Month 5. Senior citizen messaging designed. Planning for neighborhood recycling competition.
Month 6. Bash the Trash assemblies. Neighborhood recycling competition.
Month 7. Production of new residents package insert, senior outreach tool.
Month 8. Tracking: analyze metrics on waste & recycling tonnage to assess progress. Assess need to modify project. Webpage updates.
Month 9. Marketing tool for restaurants and institutions developed
Month 10. Second e-blast
Month 11. Webpage updates
Month 12. Tracking: analyze metrics on waste & recycling tonnage to assess progress. Determine future action needed.

Meetings

In addition to the above regular meetings, the Consultant will be required to attend one (1) kick-off meeting prior to project implementation.

The selected Consultant or firm shall be responsible for providing meeting agenda and minutes for all meetings.

Scheduling

The selected Consultant or firm shall provide a project schedule with the Proposal. The project schedule shall call out specific tasks, the individual(s) responsible for completion, and completion dates, conforming to a 12-month timeframe.

Project Budget

The selected Consultant or firm shall prepare a total estimate of project costs corresponding to the Consultant's/firm's fee and the cost of production and distribution of work products as detailed above. Cost estimates shall correlate with the project schedule.

Deliverables

The Village reserves the right to request additional information from any proposing consultant or firm. The Village may contact and evaluate the consultant's/firm's references; contact any consultant/firm to clarify any response; contact current users of the consultant's/firm's services' and seek and review any other information deemed pertinent to the evaluation process. One or more selected consultants or firms may be invited to interview with the Village.

The consultant/firm shall provide one (1) electronic copy incorporated in a single PDF file for review. The electronic copy shall be submitted as a single .pdf file in the architect's/firm's name via: www.bidnetdirect.com/new-york/hastings-on-hudson.

A physical copy may be mailed to:

Joseph Cerretani
Village Clerk/Treasurer
Municipal Building
7 Maple Avenue
Hastings-on-Hudson, NY 10706

General Requirements

The proposal must contain all of the following information in the same sequence as presented in this RFP. Each proposal should provide a straightforward and concise presentation adequate to satisfy the requirements of this RFP.

All proposals will include the following requirements:

Marketing Consultant/Firm Profile

The profile shall include the consultant's/firm's background, philosophy, location of office/offices from which the work on this project is to be performed. Include resume(s) of staff personnel who are proposed to be assigned to the project. Include respective roles and responsibilities, related experience and qualifications of all staff personnel.

Experience

Present relevant experience for a minimum of three (3) and no more than five (5) similar projects. Include:

1. Location;
2. Description and scope;
3. Project Cost;
4. Client;
5. Experience of the firm members submitting the proposal;
6. List of Client and Contractor contacts (with telephone numbers and email addresses) who are familiar with the projects.

Proposal Presentation

Include any additional graphic illustration, photographs, articles, or other information that the consultant/firm feels is relevant to the proposal.

Additional

Any other work to complete the design work not specifically listed in the RFP should be detailed in the proposal. Any work that is in addition to the items listed in the RFP should be indicated as Additional Alternatives with the cost associated. The cost for the Additional Alternatives should not be included in the final proposal sum and will be approved by the Village separately.

Insurance

The Consultant/Firm shall maintain the following insurance, certificates which will be provided to the Village at the time of the signing of this Agreement.

1. Worker's Compensation and Employer's Liability and disability benefits covering Consultant's/Firm's employees, as required by law;

2. Professional Liability - \$1,000,000.00.

Evaluation Criteria

Submissions will be evaluated based on:

1. Qualifications;
2. Team proposed for this project;
3. Current capacity to accomplish the work in the required time;
4. Reference from other clients attesting to the consultant/firm's quality of work and compliance with performance schedules; and
5. Cost reasonableness

Quote Sheet

<u>Work Description</u>	<u>Unit</u>	<u>Unit Price</u>	
		<u>In numbers</u>	<u>In words</u>
Marketing Consultant	Lump Sum		

The Village reserves the right to award the contract for surveying to any firm, as best meets the needs of the Village.

NOTE: Unit prices include all work necessary to complete, in place, each listed item including, but not limited to, labor, materials and incidentals. Unit prices are to be written in both words and numbers. In case of a discrepancy, those shown in words shall govern. All prices are to be in dollars and cents.

Quote Submitted By:

(Firm Name)

(Address)

(Telephone No.)

(Printed Name of Authorized Representative Submitting Quote)

(Authorized Signature)

Date: