

The Simsbury Main Street Partnership, Inc.

In Association with the

Farmington Valley Trails Council, Inc.

And the

Farmington Valley Visitors Association

REQUEST FOR PROPOSAL

DESIGN SERVICES for REGIONAL TRAILS GUIDE

I. Purpose of Request

The Farmington Valley Trails Council, (FVTC) and the Farmington Valley Visitors Association (FVVA), through the auspices of the Simsbury Main Street Partnership (SMSP), (together the “Parties”) are requesting proposals for design of a very robust printed visitor guide to the Farmington Canal Heritage Trail and the Farmington River Trail and their surrounding public, private, and commercial assets accessible from the trail system by walking or bicycle. Please see www.fvgreenway.org for more information on the rail-trail system.

II. Scope of Services

The Parties are requesting the consultant to be able to deliver the following products and services for a “Farmington Valley Rail-Trail Tourism Guide”. The goal is to create a book-form paper guide with substantial information helpful to local users, but also be specifically designed to attract and guide tourists and first-time users of the trail system by providing information on trail amenities, local lodging, cultural and historical sites, restaurants, etc. Details such as directions and mileage from the trail will be included.

The FVTC owns recently completed base mapping of the entire system. The project will require the further development of an enhanced map with layered visitor information and built-in ability to manually update material. The trail map would encompass points of interest within a corridor two to three miles wide through the entire Farmington Valley from southern Farmington to the Massachusetts border. These points would include amenities, historical sites, public facilities, lodging and shopping among others. The trail system consists of approximately 40 miles of trail.

This enhanced trail map will include layout and graphic design (note that base mapping is already designed), with multiple layers of information for visitors. This includes the creation/design of a #10 envelope-sized guide in brochure format with additional textual information (to be delivered by the Parties) layered on the base mapping, to be segmented in larger geographic scale in sections south to north. Ten to twelve sections are envisioned with corresponding text and maps. These sections would follow both the Farmington Canal Heritage Trail and the Farmington River Trail.

The print guide will be delivered by the consultant in electronic format. All products created must be compatible for use on an existing website. All products created must be easy to maintain and update by the Parties. The contract awarded will be in the form of a Time and Materials contract.

III. Submittals

The Statements of Qualifications submitted should include the following components:

- A. Descriptions of the firm and areas of expertise, particularly as they relate to the project described above.
- B. Names and resumes of staff members assigned to the project.
- C. A fee schedule and timeline for the project activities.
- D. A resume of other related completed projects with references and photos attached.

IV. Standard Terms and Conditions

Proponents should be aware of the following terms and conditions addressing Requests for Proposal for the Parties:

- A. The Parties reserve the right to reject any and all proposals, to consider alternatives, to award the contract to a Proponent by sections, to waive any informalities and irregularities, and to re-solicit proposals, at their sole discretion.
- B. The Parties reserve the right to conduct such investigations of and discussions with those who have submitted proposals (“Proponents”) or other persons or entities as they deem necessary to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal.
- C. All proposals submitted must be valid for a minimum period of sixty (60) days after the date of the proposal opening. Each Proponent must submit with the proposal a list of all subcontractors, independent contractors or sub consultants employed or proposed to be employed by the Proponent in the performance of the contract.
- D. The Parties reserve the right to select the most responsible and responsive proposal that they find to be within the best interests of the Parties, including the right to select a Proponent for reasons other than lowest price.
- E. The Parties do not and shall not discriminate on the basis of sex, race, color, creed, national origin, age, marital status, sexual orientation or disability of the Proponent, its employees or contractors in the award to the successful Proponent.
- F. The following criteria shall be considered in evaluating the proposals:

1. Costs for proposed work;
2. The reputation, experience and efficiency of the Proponent;
3. The ability of the Proponent to perform the contract or provide the goods and services within the time specified;
- 4 The comparative quality of the goods and services bid;
5. The Proponent's performance under previous contracts with the Parties, if any;
6. The ability of the Proponent to provide additional services;
7. The number and scope of conditions attached to the proposal;
8. The Proponent's interest in the project, as well as their understanding of the project scope and the specific requirements of the Parties;
9. The Proponent's schedule of completion;
10. The application of all of the above criteria to any sub consultants, subcontractors or products to be utilized by the Proponent;
11. General qualifications of the firm and the qualifications of the assigned staff; and interview evaluation.
12. Any other criteria deemed relevant by the Parties.

G. The Parties make no guarantees to any Proponent. The only obligations to be undertaken by one or more of the Parties will be those contained in the negotiated contract with the successful Proponent.

H. The Parties assume no responsibility for payment of any expenses incurred by any Proponent as part of the Request for Proposal process.

I. All work product generated by the successful proponent will be the property of one or more of the Parties, including without limitation all rights to reproduce, license, assign, sell and otherwise use the work product in any form, size, format or medium for any purpose. Proponent will convey and assign all rights of ownership and authorship in the work product to one or more of the Parties.

J. The Proponent will agree not to discriminate through the services or activities made possible by or resulting from this agreement on the grounds of sex, race, color, creed, national origin, age (except minimum age and retirement provisions), marital status, sexual orientation or disability. Any violation of this provision shall be considered to be a violation of material provision of this agreement and shall be grounds for cancellation, termination or suspension of the agreement., The successful Proponent) shall at all times, both in the proposal and in the contract process, comply with all applicable city, state and federal anti-discrimination laws, rules, regulations and requirements thereof.

K. The successful Proponent will be required to complete an acknowledgement form indicating awareness of the provisions of the Town of Simsbury Code of Ethics, the Guidelines for Gifts and Favors issued thereunder and Section 1103 of the Charter of the Town of Simsbury. Such conflict provisions shall be incorporated into the negotiated contract.

V. Schedule

Proposals must be received by the Parties at the offices of the Simsbury Main Street Partnership until 4:30 p.m., local time, on February 15th, 2008. Proposals received after said closing time of 4:30 p.m., local time, on said date will not be accepted and will be returned unopened. Proposals shall be in a sealed envelope plainly marked with the project name (“**DESIGN SERVICES for REGIONAL TRAILS GUIDE**”) and shall be addressed as follows:

Sarah Floroski, Executive Director
Simsbury Main Street Partnership
P.O. Box 3
Simsbury, CT 06070

Each proposal shall contain evidence of the respondent’s qualification to do business in the State of Connecticut or shall covenant to obtain such qualification. The Parties may interview qualified Proponents, and will make a selection based upon an evaluation of the qualifications, experience, and other considerations as set forth above in their sole and exclusive discretion. The successful Proponent will be required to enter into a contract with the Parties for the performance of the required services within 60 days of selection. The project would begin immediately upon execution of the contract. No payment will be awarded for any work prior to the signing of the contract.

Further information concerning this project is available from Bruce Donald, President of the Farmington Valley Trails Council, who may be reached at (860) 677-9462 during regular business hours.

Dated this 25th day of January, 2008.