



New York - New Jersey
Harbor & Estuary Program
www.harborestuary.org



REQUEST FOR PROPOSALS

NEW YORK-NEW JERSEY HARBOR & ESTUARY PROGRAM Content development and graphic design assistance needed for web and print communication materials

May 10, 2013

The New York-New Jersey Harbor & Estuary Program (HEP), in partnership with the New England Interstate Water Pollution Control Commission (NEIWPCC), is requesting for proposals to provide assistance needed for web and print communication materials for HEP. We expect to spend no more than \$30,000 on this project.

PROGRAM BACKGROUND

Designated as an Estuary of National Significance under the Clean Water Act, the New York-New Jersey Harbor Estuary is a complex ecological system in the midst of a major urban center. The NY-NJ Harbor & Estuary Program was authorized in 1987 by the U.S. Environmental Protection Agency and is one of 28 National Estuary Programs in the country. The Program is an ongoing effort to develop and implement a plan to protect, conserve, and restore the estuary. Participants in the Program include representatives from local, state, and federal environmental agencies, scientists, concerned individuals, businesses, and environmentalists, among others.

NEIWPCC is a not-for-profit interstate organization, established by Congress in 1947 to serve and assist its member states individually and collectively by providing coordination, research, public education, training, and leadership in the management and protection of water quality in the New England states and New York. NEIWPCC strives to coordinate activities and forums that encourage cooperation among the states, educate the public about key water quality issues, support research projects, train environmental professionals, and provide overall leadership in the management and protection of water quality. NEIWPCC is a partner of the HEP and supports its efforts by managing grants and contracts and employing two staff members at the HEP program office in New York. For the purposes of this request for proposals (RFP), the NEIWPCC main office is primarily responsible for administering contracts, receiving and paying invoices, and reviewing and approving deliverables.

FUNDS AVAILABLE

We expect to spend no more than \$30,000 on this project.

PROJECT OVERVIEW

The NY-NJ Harbor & Estuary Program currently has a webmaster, but is specifically in need of assistance to improve and expand its website (www.harborestuary.org/) and to update and enhance some print media as described below.

TASKS OF CONTRACTOR

The selected contractor will work with Program staff and the Program's webmaster to:

- Develop and/or adapt text and graphic content

- Suggest reorganization of contents and design changes or elements to increase the ease of access to information on the website to the broader interested public.

Specific tasks include the following (note that the final scope of work will be agreed upon prior to signing the contract):

Task 1. Assess the organization of the website and information provided from the perspective of the target audience and develop a plan or provide suggestions for re-organization to maximize use, understanding, and ease of locating specific items. This is the main priority of this project, as our goal is to accommodate a broad audience, ranging from those familiar with the program to those trying to learn more about the estuary and its characteristics. For example, we expect publications and media to require improved organization to achieve these goals.

Task 2. Suggest photographs/images and text styles to be included in the website, as needed.

Task 3. Have an initial 1-2 hour meeting with the NY-NJ HEP staff in-person at 290 Broadway New York, NY and roughly 3-5 hours per month during the project (phone communication or meetings) with HEP staff and/or the Program's webmaster.

Task 4. Web page-specific tasks.

Task 4.1. Improve the "About the Estuary" section (<http://www.harborestuary.org/aboutestuary.htm>) as an anchor page to other areas of the website, emphasizing what the estuary is, how it works, and why it is important. Develop or adapt existing informational graphics to the context of the New York-New Jersey Harbor Estuary, explaining the physical, chemical, and biological aspects of the NY-NJ Harbor Estuary.

Task 4.2. Create a plan for incorporating the information and graphics in the HEP's State of the Estuary report and Harbor-Wide Water Quality Monitoring report into the website, highlighting issues such as overall environmental health, species, water quality, public access, and restoration of the estuary : <http://www.harborestuary.org/aboutestuary-health.htm> and <http://www.harborestuary.org/reports.htm> , respectively.

Task 4.3. Provide a plan/design for organizing our "publications and media" section, including a way to maintain past articles from our e-newsletter in a manner more user-friendly and searchable than PDF: <http://www.harborestuary.org/enewsletters.htm> and incorporating existing materials (e.g., posters and brochures: <http://www.harborestuary.org/posters.htm>).

Task 4.4. Create an interactive "creatures of the harbor estuary" web feature, including graphic and text content, stemming from the existing "habitats" page (<http://www.harborestuary.org/aboutestuary-habitats.htm>), adapting some existing content such as a "wildlife of the harbor estuary" brochure and poster, and additional materials, allowing the user to navigate through additional information and images about estuary wildlife, fish, and plants.

Task 4.5. Add new relevant content/suggest design element additions to the "Public Access" page: <http://www.harborestuary.org/aboutestuary-rec.htm>

Task 4.6. Add new relevant content/suggest design element additions to the “Help us Out” page including re-designing the “How you can help the Harbor” brochures:

<http://www.harborestuary.org/whatyoucando-hep.htm>

Task 4.7. Review/suggest edits to content and images for the “About the Program” and committee pages, better describing the issues these groups focus on to assist in reaching the target audience: <http://www.harborestuary.org/about.htm>, (with particular assistance from HEP staff regarding the structure of the program).

Task 4.8. Work with HEP staff to better integrate <http://www.harborestuary.org/aboutestuary-habitats.htm> , www.watersweshare.org, and the Comprehensive Restoration Plan map: <http://www.urbanresearchmaps.org/crp/map.html>

Task 4.9. Assess the integration of social media into the website and make manageable recommendations as appropriate.

Task 4.10. Suggest ways to interconnect related pages within the website.

DESIRED SKILLS AND EXPERIENCE

- A strong background in developing communication (science communication preferred) materials for web and print media, as well as graphic design experience.
- Familiarity with organizing web structure to maximize use and attention of the target audience(s).
- Familiarity with code and web programming is not required for this position, but an understanding of adapting design specifics to web and experience working with web designers is preferred.
- Demonstrated ability to increase website use and traffic; experience with social media integration into websites to maximize use.

TARGET AUDIENCES

The NY-NJ Harbor & Estuary Program’s web content and design should be user friendly to both audiences more familiar/engaged with the program, as well as those seeking basic information about the estuary, its inhabitants, and opportunities to become more involved. Web content should compel those with a higher level of estuary awareness/interest to engage with the Harbor & Estuary Program through its [Citizens Advisory Committee](#), and for them to understand clearly what opportunities are available through engaging with the program.

ROLES OF PARTNERS

NY-NJ Harbor & Estuary Program Office: identification and clarification of content needed to be developed, review and commenting on draft materials produced by the contractor.

HEP Webmaster: the Program’s webmaster will work with the contractor as needed to post content and implement design suggestions on the website.

Contractor: developing content, design suggestions, and some designed materials (as described above), communication with NY-NJ Harbor & Estuary Program staff as materials and content are developed.

NEIWPCC: Contract management, receipt and payment of invoices, review and approval of all deliverables.

APPLICATION PACKAGE CONTENT

It is requested that the applicant submit the following (excepting a letter of intent and references, this package should not exceed five pages in length):

1. Letter of intent detailing the individual or firm/entity's background and qualifications relevant to the work and references. The letter should also include:
 - a) Project lead: the full name, title, affiliation, and contact information if the individual to be leading work on the project.
 - b) Financial contact: name, title, and contact information for the individual responsible for financial/contractual negotiations for the applicant.
 - c) Project support: name, title, affiliation, and complete contact information for each of the additional investigators or support staff who will significantly contribute to the project. Roles and responsibilities for these individuals should be clearly described.
 - d) Qualifications relevant to the project: including a list of relevant work conducted in the last three years.
 - e) 1-3 references
2. A brief proposed Work Plan. It is expected that the work plan will be general at this stage, including the general tasks and roles of the contractor (as described in this document) and a timeline for accomplishing these tasks.
3. A proposed budget: the budget should follow the format at the end of this document, and should include hourly rates and estimated number of hours required for each member of the project team.
4. DUNS number: all applicants must have or acquire a DUNS number before entering into a contract. If you do not have a DUNS number, you can obtain one using the following site: [bit.ly/RAnxpD](http://www.whitehouse.gov/sites/default/files/omb/grants/duns_num_guide.pdf). For additional information about DUNS numbers, please refer to: http://www.whitehouse.gov/sites/default/files/omb/grants/duns_num_guide.pdf.

PAYMENT SCHEDULE

All payment is on a reimbursement basis. Invoices shall be submitted after completion of each deliverable, as outlined in the contract work plan. Final payment will be made upon approval of all deliverables by NEIWPCC. Invoices shall be submitted to NEIWPCC for approval and payment.

ESTIMATED TIMEFRAME

May 10: Request for proposals announced

June 7: Proposals due

June 14: Contractor selected

SUBMITTAL

Please submit your proposal to the NEIWPCC [online proposal submission page](#) by June 7, 2013 at 5:00 pm EST. You will receive an email confirming your submission from NEIWPCC (mail@neiwpcc.org) with the subject line "RFP Submission Confirmation". Please submit only **one PDF** file. If you need to submit multiple files, please submit an archive file (.zip, or .rar) containing all of the files you wish to submit. No hand deliveries, faxes, or late responses will be accepted.

POSTPONEMENT/CANCELLATION

HEP and NEIWPCC reserve the right to postpone or cancel this solicitation and to reject all bidders. Funding of projects is contingent on NEIWPCC's receipt of federal funding.

EVALUATION PROCEDURES AND ELIGIBILITY

Proposals will be evaluated based primarily on the confidence in the applicant's experience required to complete the project and the inclusion of a clear work plan to complete the tasks in partnership with HEP. Eligibility is open to any non-federal individual, entity, firm, or organization.

CONTACT INFORMATION

Inquiries related to this posting should be directed to:

Kate Boicourt

NEIWPCC Environmental Analyst;

NY-NJ Harbor Estuary Program Restoration Coordinator

290 Broadway, New York NY 10007

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BUDGET CATEGORY <i>(Add/remove itemizing lines below major categories as necessary, but please do NOT delete major categories)</i>	FUNDS REQUESTED FROM HEP	FUNDS FROM OTHER SOURCES*	TOTAL BUDGET
A. PERSONNEL (list individual staff member, task, and hours or % time) TOTAL:	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
B. FRINGE % of TOTAL:	\$	\$	\$
C. TRAVEL (estimate number/purpose of trips below) TOTAL:	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
D. SUPPLIES (itemize below) TOTAL:	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
E. TOTAL DIRECT COSTS (SUM OF A-D)	\$	\$	\$
F. INDIRECT COSTS % of TOTAL:	\$	\$	\$
G. TOTAL PROJECT COST (SUM OF E+F)	\$	\$	\$