



LOWER MANHATTAN CONSTRUCTION COMMAND CENTER

REQUEST FOR PROPOSALS

COMMUNICATIONS AND RELATED SERVICES

The Lower Manhattan Construction Command Center (“LMCCC”), a division of the Lower Manhattan Development Corporation (“LMDC”), a subsidiary of the New York State Urban Development Corporation d/b/a Empire State Development Corporation, seeks proposals to provide communications and related services to support Construction Command Center operations

October 3, 2005

Deadline for Responses: Monday, October 24, 2005 5:00 PM EST

Questions must be submitted in writing and received no later than 5:00 PM on October 10, 2005 marked “Attention: Jennifer M. Nelson” by mail to LMCCC at One Liberty Plaza, 20th Fl, New York, NY 10006 or by facsimile to: (212) 266-7810. Addenda to this RFP, including responses to the written questions, will be posted on the LMDC web site www.RenewNYC.com by October 17, 2005.

LMCCC will not accept, and cannot respond to, questions via any other methods.

I. GENERAL INFORMATION

A. Mission and Structure of the Lower Manhattan Development Corporation

The Lower Manhattan Development Corporation (“LMDC”) was established in late 2001 to develop and revitalize Lower Manhattan in the aftermath of the September 11, 2001 terrorist attacks. As it relates to the work of LMDC, Lower Manhattan refers to all areas in Manhattan south of Houston Street.

LMDC is a subsidiary of the New York State Urban Development Corporation, doing business as Empire State Development Corporation (“ESDC”), a political subdivision and public benefit corporation of the State of New York, created by Chapter 24 of the Laws of New York, 1968, as amended. LMDC is governed by a sixteen member Board of Directors, eight of whom were nominated by the Governor of the State of New York and eight of whom were nominated by the Mayor of the City of New York.

LMDC is funded by federal appropriations administered by the United States Department of Housing and Urban Development (“HUD”) through its Community Development Block Grant (“CDBG”) program. To date, approximately \$2.8 billion has been allocated to LMDC under such appropriations. (*See* Defense Appropriations Act of 2002, Public Law 107-117 and Supplemental Appropriations Act of 2002 for Further Recovery from and Response to Terrorist Attacks on the United States, Public Law 107-206). Partial Action Plans relating to the expenditure of some of these funds are available on LMDC’s web site: <http://www.RenewNYC.com>.

B. Mission and Structure of the Lower Manhattan Construction Command Center

In November of 2004, the Governor of New York and the Mayor of New York City signed joint Executive Orders creating the Lower Manhattan Construction Command Center (“LMCCC”), as a division of LMDC and charging it with coordination and oversight of all Lower Manhattan construction projects south of Canal Street. The Center will take steps to minimize the impact of ongoing construction on residents, businesses, and workers in Lower Manhattan. The LMCCC will bring together private developers, public agencies, utilities, businesses, and residents in one location. In addition to its oversight and coordination responsibilities, the LMCCC and its Director provide a forum for expeditious and consistent decision-making on disputes among agencies. The Executive Director will report directly to both the Governor and the Mayor.

C. Overview of Services Requested and the Submission Process

LMCCC seeks a firm or firms to provide communications and related services for the LMCCC in connection with Lower Manhattan construction and redevelopment projects within LMCCC’s scope of responsibility. Such services will include, but are not limited to: (a) continuing the production and development of the LowerManhattan.info website; (b) creating, producing and distributing a community newsletter; (c) developing a uniform, informative, and aesthetically-pleasing construction signage program; (d) providing marketing and advertising services; and (e) performing outreach to residents, businesses, workers, elected officials, tourists, and others in Lower Manhattan south of Canal Street as well as members of the general public (collectively,

the “Stakeholders”). LMCCC may select one or more firms to provide some of the requested services, or a single firm may be selected to provide all services requested.

Firms interested in submitting proposals to provide such services are required to follow the recommended guidelines and instructions contained in this Request for Proposals (“RFP”). In the event it becomes necessary to revise any part of this RFP, revisions will be provided by addenda posted on the LMDC web site: <http://www.renewnyc.com>.

Proposals should provide a straightforward, complete and concise description of the firm’s capabilities to satisfy the requirements of the RFP. Please prepare 10 (ten) copies of your proposal and work samples. Each copy of the proposal should be bound in a single volume and include any documentation you may wish to submit.

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal to LMCCC. This oral presentation may provide an opportunity for the firms to clarify or elaborate on the proposal but will in no way change the original submission. Engagement staff should be present at the oral presentation. LMCCC’s request for an oral presentation shall not constitute acceptance of a proposal.

Proposals must be received no later than Monday, October 24, 2005, 5:00 PM EST. Deliver all proposals to:

RFP/RFQ PROCESSOR

Lower Manhattan Construction Command Center
One Liberty Plaza, 20th Floor
New York, NY 10006
Attn: LMCCC Construction Communications RFP

LMCCC reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of LMCCC. LMCCC assumes no obligation, no responsibility and no liability for costs incurred by the responding firms prior to the issuance of a contract.

The current schedule for this effort is as follows:

- October 3, 2005 – RFP Issued
- October 10, 2005 – Questions Due
- October 17, 2005 – Answers to Questions Posted on www.RenewNYC.com
- October 24, 2005 – Responses Due
- November 7-8, 2005 – Oral Presentations Conducted (if required)
- November 10, 2005 – Firm Selected

Subject to annual review and approval by the LMDC Board of Directors, the selected firm(s) will be retained for 1 (one) year with an option for LMDC Board of Directors to renew for two additional 1 (one) year terms.

II. ANTICIPATED SCOPE OF SERVICES

LMCCC seeks a firm to provide communications services and requests proposals for one or more firms to provide such services on an as needed basis, including but not limited to the scope of work described generally below. The selected firm will be responsible for all aspects of strategic development and project management of its components. Firms planning to use subcontractors for various aspects of the RFP may apply. Large firms with in-house capacity for aspects of the RFP may also apply. There is no preference for one format over another, but in all circumstances, the lead firm will be held responsible for establishing a team structure that is cost-effective and responsive over the course of the project.

A. Purpose and Project Area

The firm or firms selected through this RFP process will begin work with LMCCC upon award of contract. LMCCC anticipates utilizing the services of this firm or firms to assist with the maintenance and enhancement of the LMCCC's current communications program as well as to assist with the expansion of the program as the construction in and the redevelopment of Lower Manhattan progresses. Specifically, LMCCC seeks services from a firm or firms with significant experience with and a good working knowledge of current and past issues facing Lower Manhattan and its stakeholders that specialize in communications and/or construction communications, and related services including, but not limited to: (a) creating, maintaining and expanding an interactive, user-friendly website that serves as the primary online communications tool providing up-to-date and real-time information to an area's residents, business community, tourists, elected officials, and other stakeholders; (b) creating, printing, and distributing a community newsletter; (c) developing a uniform, informative and aesthetically-pleasing construction signage program on a large scale; and (d) providing marketing and advertising services, such as drafting copy for print and broadcast advertisements and assisting with community outreach.

B. Scope of Project

The mission of the LMCCC's Communications Program (the "Program") is to ensure that the construction-related activities coordinated by the LMCCC are properly communicated to Stakeholders in a timely and comprehensive manner consistent with the LMCCC's overall goals and objectives.

The Program currently consists of a website (LowerManhattan.info), which is the primary online communications tool providing up-to-date and real-time information to stakeholders and the general public about Lower Manhattan construction and redevelopment projects and other incidents that could impact their daily lives; a quarterly print community newsletter; an informative construction signage program; and marketing, advertising, and outreach.

The selected firm or firms will perform the following services:

1. General

- A. Coordinate with the Project Manager assigned by the LMCCC to accomplish Program goals (the “LMCCC Project Manager”) on all communications and related efforts, including, but not limited to:
 - 1. The creation of a strategy for coordinating and communicating critical information about construction and redevelopment efforts under the LMCCC’s purview to Stakeholders and related target audiences as determined by the LMCCC and the Firm on an ongoing basis.
 - 2. The creation of a “branding” strategy to ensure a consistent, uniform, and integrated look and feel across all Construction Communications media and related efforts and events so that the mission, vision and work of the agency partners and their projects are easily identifiable and understood.
 - 3. The establishment of milestones and deadlines for LowerManhattan.info and the quarterly print community newsletter; as well as deadlines for the implementation and execution of a uniform, informative, and aesthetically-pleasing construction signage and branding program.
- B. Identify a primary point of contact for the Firm’s team who will be available to communicate with the LMCCC project manager during regular business hours as well as after hours – including on weekends as needed and in particular in case of an emergency situation or other such need for immediate dissemination of information to stakeholders.
- C. Have staff members available to attend critical stakeholder meetings as well as regularly scheduled communications planning meetings with the LMCCC project manager and other core LMCCC staff as well as agency partners as noted.

2. Web Site

- A. Web Hosting. Provide options for all hardware, software, and telecommunications services required to operate the LMCCC web site: www.LowerManhattan.info.
 - 1. Web site must be available 24/7 with exceptions granted for maintenance at agreed upon scheduled intervals with the LMCCC project manager
 - 2. Hardware and software must be capable for supporting very high traffic peaks and rapid increases in web content.
 - 3. Telecommunications bandwidth must be capable of handling peak traffic volumes over 70mb/sec.
 - 4. All site content and transactions must be protected from catastrophic events including a contingency plan should the main web host server fail.
 - 5. High levels of web site security and protection must be maintained using appropriate firewall, intrusion detection, and encryption technology.

6. The site must be able to offer multi-media services including flash player, and video downloads.
7. Provide extensive polling and reporting on web usage and weekly web traffic statistics.
8. Provide technical support and staffing available 24/7 with a turn around time of no more than 15 minutes during the rush hours of 6 a.m. to 9 a.m. and 4 p.m. to 7 p.m. After 7 p.m. and before midnight, content changes should take no longer than one to two hours and after midnight no longer than four to five hours.

B. Web site design and application development

1. Provide web site design services
2. Work with LMCCC project manager and other core LMCCC communications staff to develop web content including but not limited to feature stories, construction update emails, emergency notifications, etc.
3. Work with the LMCCC project manager and other core LMCCC communications staff to develop an application for the collection and management of public comments using the web site. The application must:
 - a. Capture public comment through a drop-down menu/fill-in the blank based interactive form on the LowerManhattan.info website
 - b. Allow for consultation with the LMCCC project manager and other core LMCCC communications staff to process and manipulate data and text collected from the web forms
 - c. Allow for the establishment of a database based on the collected information to be used for email and postal mail distribution
 - d. Provide for the import and export of data to and from the application
 - e. Create programs to measure the user experience by applying usability testing techniques
 - f. Conduct periodic surveys and user analysis to track the effectiveness of the website and measure traffic patterns.
4. Develop a new, or provide an existing, interactive online navigation and mapping program to provide Stakeholders and other website users with, among other things, up-to-date, real-time traffic directions to assist with travel in and around Lower Manhattan.
5. Develop and maintain an online “virtual tour” of Lower Manhattan – complete with up-to-date graphics and architectural renderings – to enable Stakeholders and other website users to envision the transformation of the area in a year-by-year view and geographic perspective.
6. Develop a new, or provide an existing, web-based alert system to allow Stakeholders and others to register for real-time construction and traffic information, new project data, unplanned incident, and emergency notifications.
7. Work with the LMCCC project manager, the LMCCC Director of Fraud Prevention and the designated fraud prevention hotline consultant to develop a web-based mechanism through which stakeholders may report fraud issues through a confidential and secure interactive process. The

mechanism must allow for the information to be sent directly to the Director of Fraud Prevention – with no access to the information by anyone from the Firm, its subsidiaries or designees, and no other staff from the LMCCC or its agency partners. Only the Director of Fraud Prevention will have access to the reported information and only the Director of Fraud Prevention may amend or alter this item.

C. Content Management

1. Provide a rapid transition from the existing web site hosting service provider for LowerManhattan.info and begin hosting all of the existing LowerManhattan.info web site.
2. Provide a mechanism to allow the LMCCC Project Manager to maintain and update the majority of the web content.
3. Provide user authentication authorization controls for direct access to the site for editing purposes.
4. Produce, maintain, and further develop the LowerManhattan.info website and ensure that it provides detailed, up-to-date, and real-time information about construction and redevelopment projects under LMCCC's purview, which includes all agency partner projects as well as private developer initiatives both commercial and residential.
5. Post, monitor and maintain information provided to the Firm through the LMCCC project manager including but not limited to: logistics, schedule, traffic information, air monitoring data and progress of reconstruction.
6. In addition, the firm will provide staff to develop first-hand, journalistic reporting on similar issues about construction activities by agency partners. Original and other journalistic content and product on agency partners' projects will serve as an inducement for attracting a larger user group to the website so as to give readers quick access to the information they need to get to and around Lower Manhattan.
7. Create and implement a strategy in consultation with the LMCCC Project Manager and other core LMCCC communications staff to provide additional relevant information and other content from local, state and federal governmental entities as well as private entities for inclusion on the website.

3. Communications Integration

- A. Develop a Lower Manhattan-wide strategy for integrating and exchanging critical information.
- B. Develop and implement a program for integrating other public or private Lower Manhattan-based and focused information media, e.g., websites and newsletters currently serving the Lower Manhattan market, into the website and/or the Program.
- C. Work with the New York City Department of Information Technology and Telecommunications and the LMCCC Project Manager to integrate the LMCCC's fraud hotline into the citywide 311 system and in turn, establish a mechanism to

receive data from 311 to be used by LMCCC for web site and newsletter content development, database management, etc.

- D. Establish a procedure with agency partners for the exchange of color project renderings and data (including all applicable copyright permissions) to be used on the web site, in PowerPoint presentations, and to replicate on glossy, heavy stock paper mounted on presentation boards. If agency partners do not provide the color renderings already mounted on presentation boards, it is the Firm's responsibility to do so upon request of the LMCCC project manager.
 - E. Create original graphics such as maps, charts, photographs, and other graphical representations at the request of the LMCCC project manager.
 - F. The Firm will agree to participate in editorial meetings, the frequency and content of which the LMCCC project manager will determine in order to discuss and review content for the web site, newsletter, and promotional materials in addition to a communications meeting with LMCCC project manager and other core LMCCC communications staff as well as representatives of agency partners to discuss communications outreach and coordination efforts.
4. Newsletter
- A. Interface with the LMCCC Project Manager and other LMCCC core communications staff to determine newsletter content, layout, design, and distribution.
 - B. Create and produce a print newsletter, including newsletter content, layout, and design; and coordinate the distribution of 250,000 copies on a quarterly schedule.
 - C. Maintain database of newsletter recipients and distribution points.
5. Construction Signage
- A. Develop and implement a uniform, informative, and aesthetically-pleasing construction signage program for all critical projects in the LMCCC's jurisdiction area including content creation and design. The LMCCC project manager will provide the Firm with a list of the projects to be included in the program.
 - B. Work with the LMCCC project manager as well as the LMCCC program coordinator to create a detailed specification to be given to each agency partner's contractor (in appropriate graphics format to be transmitted both electronically as well as on CD-ROM). The specification will include the design and content of each sign tailored to their respective work sites including size specifications, specific text and appropriate renderings. The agency partner's contractor is responsible for having the signs produced and installed.
 - C. The Firm will conduct bi-weekly inspections of all sites involved in the signage program and provide an email report upon the completion of each inspection to the LMCCC project manager as to the status of the signs including providing photographs of each location.

6. Marketing, Advertising and Stakeholder Outreach

- A. Develop and implement a targeted marketing and advertising program to highlight the activities of the LMCCC, agency partners and project sponsors, including, but not limited to, design and creation of print and broadcast advertisements to be used for significant or critical construction events, posters, signs, and palm cards.
- B. Develop and implement a Stakeholder outreach program to inform Stakeholders of the activities of the LMCCC and the agency partners, including, but not limited to, assisting the LMCCC project manager and other core LMCCC communications staff with planning and preparation for significant community meetings; and the production and distribution of mailings, including email.
- C. Develop and maintain a master email distribution list for all communications.

7. Project Deliverables

Primary deliverables include:

- A strategy for coordinating and communicating critical information about construction and redevelopment efforts under the LMCCC's purview to Stakeholders and related target audiences as determined by the LMCCC and the firm on an ongoing basis;
- An operational, up-to-date, real-time, and user-friendly website;
- Development of the LowerManhattan.info website to include an interactive online information, navigation, and mapping program and an online "virtual tour" of Lower Manhattan;
- A plan for integrating other Lower Manhattan-based and focused information media into the website and/or the Program;
- A web-based alert system for dissemination of information to Stakeholders and other registrants;
- A web-based mechanism through which stakeholders may report fraud prevention issues through a confidential and secure interactive process.
- A newsletter program;
- The creation, design, and production of uniform, informative, and aesthetically-pleasing construction signage; and
- The development and implementation of a targeted marketing and advertising program and a Stakeholder outreach program.

C. Anticipated Project Schedule

Anticipated services for selected firm will commence upon contract award. It is anticipated that the initial contract will be one (1) year with an option to renew for two additional one (1) year terms.

IV. SUBMISSION REQUIREMENTS

Please letter your responses exactly as the questions are presented herein. Please limit your submission to ten (10) one-sided pages, not including work samples, which must be included in a separate, bound, appendix. Interested firms are invited to submit proposals that contain the following information:

A. Experience, Structure, and Personnel

1. A history of the firm's experience providing *Communications and/or Construction Communications and Related Services* including its date of establishment and recent client list.
2. A description of the firm's organizational structure, including resumes of the principals, project manager(s) and professional staff who would work directly with LMCCC.
3. Samples of up to five (5) major projects that the firm has completed in the areas of *Communications and/or Construction Communications and Related Services*. Include the client, the name of a contact person who is able to provide a reference, a description of the nature of the work, the size and complexity of the project, and the amount and the agreed fee arrangements.
4. A statement of the firm's working knowledge and experience with Lower Manhattan & its stakeholders.
5. Any other information that you believe would make the firm's work on behalf of LMCCC superior to that of other firms or information about your firm's specialty or particular skill to perform a specific requested service.
6. Please describe firm experience in projects involving dissemination of public information.
7. Please describe firm's experience in website development.

B. Methodological Approach

1. A description of how the firm intends to address the anticipated scope of services set forth in Section II of this RFP.

2. A statement explaining the firm's approach to *Construction Communications and Related Services*, including methods, analytical techniques, or models, etc. that would be employed.
3. If the firm is not proposing to provide all requested services, please include a statement of which specific services the firm proposes to provide.

C. Fee Schedule

General items:

1. Total estimated firm fee for completion of the project, and whether the firm would be willing to agree to a cap.
2. The normal hourly rate of each principal and staff member whose resume is provided or whose job category may be required, and the rate used in the proposal.
3. A list of anticipated reimbursable expenses and the rate charged for each.
4. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
5. Any other fees or charges.

Web site:

1. Total cost for web hosting. The Firm will provide estimates for at least two different hosting options: 1. in-house by the firm or 2. by an outside vendor. Cost breakdowns should include but are not limited to: the cost of hardware and software; contingency plans for keeping the web site operational emergency situations; costs for web site security and multi-media options as well as any projected costs for having 24/7 technical support available either by the Firm directly or its vendor.
2. Total cost for web site design and application development. The Firm will provide a detailed estimate for overall design services including but not limited to: developing content for journalistic reporting including generating text and digital photographs as necessary and agreed upon; creation of an interactive drop down menu/fill-in-the-blank interactive form to allow for feedback from stakeholders including the secure intake of fraud prevention information and other public comments; establishment of a database; the creation of an interactive navigation system for traffic information; creation and maintenance of a "virtual tour" of lower Manhattan including detailed color graphics, etc.; the establishment of a web-based alert system.
3. Total cost for web site content management. The Firm will provide a detailed estimate for the overall cost for maintaining and updating web content; for providing secure authorization controls for direct access to the site for purposes of updating or changing information; for costs associated with posting, maintaining and reporting on the construction activities of agency partners; costs for providing staff to develop journalistic reporting

on issues involving the construction activities of the LMCCC and its agency partners.

Communications Networking:

1. The Firm will provide a detailed estimate of costs associated with gathering, posting and maintaining construction activity information provided by the LMCCC and its agency partners.
2. The Firm will provide detailed estimates for producing color renderings on glossy, heavy stock paper mounted on presentation boards from graphics provided by agency partners or for the creation of original graphics such as maps, charts, photographs, and other graphical representations.
3. The Firm will provide detailed estimates for their participation in editorial meetings with both the LMCCC project manager and other LMCCC core communications staff as well as with the agency partners.

Newsletter:

1. The Firm will provide a detailed estimate for the quarterly production of a full-color, four page newsletter with a run of 250,000 pieces including the content, design and layout.
2. The Firm will provide a detailed estimate for the distribution of the newsletter to locations agreed upon in consultation with the LMCCC project manager.

Construction Signage:

1. The Firm will provide a detailed estimate for the development and implementation of a uniform, informative and aesthetically-pleasing signage program including content creation and design.
2. The Firm will provide a detailed estimate for the creation and distribution of a detailed spec to be given to each agency partner's contractor in the appropriate graphics format to be transmitted both electronically and on CD-ROM.
3. The Firm will provide a detailed estimate for costs involving the bi-weekly inspection of all sites involved in the signage program including the photographing of each site and the generation of a email report to the LMCCC project manager as to the status of each location.

Marketing, Advertising and Stakeholder Outreach

1. The Firm will provide a detailed estimate for costs involving the development and implementation of a targeted marketing and advertising program highlighting the construction activities of the LMCCC and its agency partners including, but not limited to, the design and creation of print and broadcast advertisements to be used for significant or critical construction events, posters, signs, and palm cards.

2. The Firm will provide a detailed estimate for costs involving the organization of meetings and the production and distribution of mailings, including email.

NOTE: The fee proposal must be submitted in a separate, clearly marked, sealed envelope. The fees will not be opened until all proposals have been initially evaluated. Although proposed fees will be taken into account, LMDC reserves the right to negotiate a lower or different fee structure with any firm that is selected.

D. Contact Information (NOTE: does not count toward 10-page limit)

On a single cover sheet in your proposal, please provide:

1. The lead firm or individual name;
2. The lead firm's contact person;
3. License or certification information of lead firm principal or individuals working on the LMCCC project;
4. Telephone, fax, and wireless numbers for firm principals or individuals working on the LMCCC project;
5. E-mail address for firm principals or individuals working on the LMDC project;
6. The Street address of lead firm or individual;
7. The year the firm or individual practice established;
8. The MBE/WBE status of the firms (Minority-owned Business Enterprise or Women-owned Business Enterprise, as certified by New York State);
9. The type of work or specialty and size of firm; and
10. The signature of the lead individual, and the date of the signature.

E. Conflicts of Interest (NOTE: does not count toward 10-page limit)

1. Submit a statement describing any potential conflict of interest or appearance of impropriety, relating to other clients of the firm, or officers, directors, and employees of LMCCC, that could be created by providing services to LMCCC.
2. Indicate what procedures will be followed to detect and notify LMCCC and to resolve any conflicts of interest.
3. Indicate any pending litigation and/or regulatory action by any oversight body or entity that could have an adverse material impact on the firm's ability to serve LMCCC.
4. Indicate if the firm has ever had a prior contract with any governmental entity terminated for any reason, and provide an explanation.
5. Submit a completed Standard Background Questionnaire (Attachment 3).
6. Submit a completed Contractor Disclosure Contracts Form and the Contractor Disclosure of prior Non-Responsibility Determinations form (Attachment 5) in compliance with New York State Executive Order 127.

F. Non-discrimination Policy (NOTE: Does not count toward 10-page limit)

1. Firms with 50 or more employees shall submit a copy of their nondiscrimination or affirmative action plan.

2. Firms with less than 50 employees shall submit a statement of their commitment to equal opportunity and affirmative action from their chief executive officer.
3. Each responding firm must also complete and submit both
 - (a) Attachment 1 relating to the anticipated workforce to be utilized on the contract, and
 - (b) Attachment 2 relating to the anticipated participation of minority and women-owned business enterprises as subcontractors, if any.

All information and documents described in subsections A through D above must be included or addressed in the submission.

V. CRITERIA FOR SELECTION

In evaluating proposals submitted pursuant to this request, LMCCC places high value on the following factors, not necessarily in order of importance:

- Approaches in methodology with respect to the anticipated scope of services that demonstrate maximum comprehension of and ability to provide such services to LMCCC.
- Experience of firm and employees to be assigned to the project in general, and in particular, providing *Communications and/or Construction Communications and Related Services* to municipalities, economic development organizations, or other governmental entities.
- The Firm's knowledge of Lower Manhattan, and its environs.
- Quality of work product as demonstrated in submitted work samples.
- Demonstrated knowledge of *Communications and/or Construction Communications and Related Services* in particular experience writing about the construction industry and good oral presentation skills.
- Experience of the firm with comparable projects.
- Innovative or outstanding work by firm that demonstrates the firm's unique qualifications to provide *Construction Communications and Related Services*.
- Number, complexity, and nature of *Communications and/or Construction Communications and Related Services* handled by the firm.
- Selected firm's staff ability, availability and facility for working with LMCCC directors, officers, staff and consultants.
- Conformity with or exceeding of applicable LMCCC policies as noted herein, including specific policies relating to nondiscrimination and affirmative subcontracting goals.
- Projected cost of services.

VI. CONTRACT TERMS AND REQUIREMENTS

The contents of the proposal prepared by the successful firms, with any amendments approved by LMCCC, will become a part of the contract that is signed as a result of this RFP Process. The terms outlined throughout this RFP should be considered all inclusive.

The selected firms will be required to:

- Work with LMCCC staff and its consultants to provide *Construction Communications and Related Services* to LMCCC on matters that may arise in connection with the planning, development, and revitalization of Lower Manhattan.
- Maintain accurate accounting records and other evidence pertaining to costs incurred in providing services, and on LMCCC request, to make such records available to LMCCC at all reasonable times during the contract period and for six (6) years after the date of the final payment to the firms under the contract.
- Assume sole responsibility for the complete effort as required by this RFP, and be the sole point of contact with regard to contractual matters.
- Refrain from assigning, transferring, conveying, subletting or otherwise disposing of the contract or its rights, titles or interest therein or its power to execute such agreement to any other person, firm, partnership, company, or corporation without the prior consent and approval in writing of LMCCC.
- Comply with applicable law governing projects initiated or supported by LMCCC, including all applicable FTA requirements and regulations.

LMCCC may hire more than one firm that responds to this RFP. LMCCC has no preference that all services are provided by the same firm and firms may choose to submit qualifications to provide less than all of the anticipated scope of services. Responding firms must specify which services they are proposing to provide. LMCCC will review all proposals without prejudice regarding which services are proposed.

LMCCC reserves the right to terminate any contract entered into as a result of this RFP at any time, provided that written notice has been given to the firm at least thirty (30) days prior to such proposed termination date.

VII. MISCELLANEOUS CONDITIONS

A. Obligation Only on Formal Contract

The issuance of this RFP, the submission of a response by any firm, and the acceptance of such response by LMCCC do not obligate LMCCC in any manner. Legal obligations will only arise on the execution of a formal contract by LMCCC and the firm(s) selected by LMCCC. LMCCC's formal contract will consist of more than one schedule, including one substantially in the form of the accompanying "Schedule A" (Attachment 4). LMCCC provides this form for informational purposes only and may amend its schedules from time to time.

Responses to this RFP will be prepared at the sole cost and expense of the proposing firms. No materials submitted in response to this RFP will be returned.

B. LMCCC Reservation of Rights

LMCCC may (i) amend, modify, or withdraw this RFP, (ii) revise requirements of this RFP, (iii) require supplemental statements or information from any firm, (iv) accept or reject any or all responses hereto, (v) extend the deadline for submission of responses thereto, (vi) negotiate or hold discussions with any respondent and to waive defects and allow corrections of deficient responses which do not completely conform to the instructions contained herein, and (vii) cancel this RFP, in whole or in part, if LMCCC deems it in its best interest to do so. LMCCC may exercise the foregoing rights at any time without notice and without liability to any proposing firm or any other party for their expenses incurred in the preparation of the responses hereto or otherwise.

C. Nondiscrimination and Affirmative Action Policies

It is the policy of the State of New York and LMCCC to comply with all federal, state and local laws, policies, orders, rules and regulations which prohibit unlawful discrimination because of race, creed, color, national origin, sex, sexual orientation, age, disability or marital status, and to take affirmative action in working with contracting parties to ensure that Minority and Women-owned Business Enterprises (“M/WBEs”), Minority Group Members and women share in the economic opportunities generated by LMCCC’s participation in projects or initiatives, and/or the use of LMCCC funds. As a subsidiary of ESDC and LMDC, LMCCC follows ESDC’s non-discrimination and affirmative action policy will apply to any contract entered into as a result of this RFP. LMCCC has established a 20% M/WBE participation goal for its entire redevelopment project. The selected firm(s) shall be required to use best efforts to provide for the meaningful participation of United States M/WBE’s, Minority Group Members and women in the execution of this contract. A copy of each responding firm’s equal employment opportunity policy statement, Attachment 1 relating to the anticipated workforce to be utilized on the contract and Attachment 2 relating to the anticipated participation by M/WBEs as subcontractors, shall be included as part of the response to the RFP. The ESDC Affirmative Action Unit (“AAU”) is available to assist you in identifying M/WBEs certified by the State of New York that can provide goods and services in connection with the contract anticipated by this RFP. If you require M/WBE listings, please call the AAU at (212) 803-3224.