



**LMDC**  
Remember Rebuild Renew

Lower Manhattan Development Corporation  
1 Liberty Plaza, 20<sup>th</sup> Floor  
New York, NY 10006

Tel: (212) 962-2300 Fax: (212) 962-2431

---

## **REQUEST FOR QUALIFICATIONS:**

### **GRAPHIC DESIGN SERVICES FOR PLANNING, DESIGN & DEVELOPMENT**

#### **LOWER MANHATTAN DEVELOPMENT CORPORATION**

*The Lower Manhattan Development Corporation, a  
subsidiary of the New York State Urban Development  
Corporation*

*d/b/a Empire State Development Corporation,  
seeks proposals from graphic design firms to provide graphic  
design services for planning, design, and development  
materials on a time and materials basis as needed.*

#### **Lower Manhattan Development Corporation**

John C. Whitehead, Chairman  
Louis R. Tomson, President

**August 19, 2002**

**Deadline for responses: September 16, 2002, 5:00 PM EST**

## 1. GENERAL INFORMATION

The Lower Manhattan Development Corporation (LMDC) was established following the disastrous events of September 11, 2001 to oversee the rebuilding and revitalization of Lower Manhattan south of Houston Street. To date, over \$2.5 billion has been appropriated to LMDC, to be administered by the United States Department of Housing and Urban Development (HUD) through its Community Development Block Grant (CDBG) program.

In fulfilling its responsibility of drafting plans for the redevelopment and revitalization of Lower Manhattan, the LMDC will need the services of graphic design firm(s) to design and create materials and digital graphics – e.g., paper and digital books, pamphlets, posters, maps, and supporting materials – for a broad range of planning initiatives in the area south of Houston Street. These services will require design and production on a time and materials basis as the planning process moves forward. The resulting contract(s) will be for three years, and will be subject to annual review by LMDC.

No specific work projects have yet been determined. The selected firms will offer creative solutions to graphic design needs and problems on an “on-call” basis as they arise in the LMDC planning process. The goal of these studies will be to propose graphic design materials consistent with content and a program (or programs) to be determined by the LMDC. Particular attention will be placed on presenting urban design plans and architectural renderings created by architectural and urban design consultants retained by LMDC and its partners.

Respondents interested in submitting statements of qualifications are requested to follow the recommended guidelines and instructions contained in this Request for Qualifications (RFQ). In the event it becomes necessary to revise any part of this RFQ, revisions will be provided to all those who received the initial RFQ.

Proposals should be prepared providing a straightforward and concise description of the capabilities of the respondent(s) to satisfy the requirements of the RFQ. Emphasis should be on completeness and clarity of content. Each copy of the proposal should be bound in a single volume and include any documentation you may wish to submit. LMDC reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of LMDC.

LMDC assumes no responsibility and no liability for costs incurred by the respondents(s) prior to the issuance of a contract/contracts.

LMDC reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of LMDC. LMDC assumes no responsibility and no liability for costs incurred by the responding team(s) prior to selection. **If you choose to respond to this RFQ, please prepare six (6) copies of your statements of qualifications and deliver them to:**

Alexander Garvin, Vice President  
Department of Planning, Design, and Development  
Lower Manhattan Development Corporation  
One Liberty Plaza, 20<sup>th</sup> Floor  
New York, NY 10006

Questions must be submitted in writing to Hugh Eastwood at LMDC by fax 212-962-2431 or by email at [HEastwood@empire.state.ny.us](mailto:HEastwood@empire.state.ny.us) no later than September 3, 2002. Addenda to this RFQ, including responses to questions, will be posted by September 6, 2002, on the LMDC web site <http://www.renewnyc.com>

**Qualifications must be received no later than 5:00 PM EST, September 16, 2002.**

Respondent(s) to this RFQ may be required to give an oral presentation to LMDC. This will provide an opportunity for the respondent(s) to clarify or elaborate on their proposals but will in no way change the original submission. Such a request shall not constitute selection of a respondent.

**The schedule for this effort is as follows:**

- August 19 – RFQ Issued
- September 16 – Responses Due
- September 16-30 – Oral presentations conducted
- September 30 – Graphic design consultant(s) selected

**Oral Presentation**

Firms submitting a statement of qualifications in response to this RFQ may be required to give an oral presentation to LMDC. This will provide an opportunity for the respondent to clarify or elaborate on the proposal but will in no way change the original submission. Such a request shall not constitute offer of a contract.

**Contract Terms and Other Requirements**

The contents of the statement of qualifications prepared by the successful firm(s), with any amendments approved by LMDC, will become a part of the contract awarded as a result of these specifications. The terms outlined should be considered all inclusive.

The successful firms will be required to:

- (1) Work with LMDC staff, LMDC consultants, and governmental partners on a time and materials basis as needed to provide graphic design services to LMDC in connection with the planning, development, redevelopment, and revitalization of the area south of Houston Street.
- (2) Maintain accurate accounting records and other evidence pertaining to costs incurred in providing services and to make such records available to LMDC at all reasonable times during the contract period and for five (5) years after the date of the final payment to the firm(s) under the contract, upon request of LMDC.
- (3) Assume sole responsibility for the complete effort as required by this RFQ, and be the sole point of contact with regard to contractual matters.
- (4) 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 LMDC.

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

## **CONTENT OF STATEMENT OF QUALIFICATIONS**

Please letter and number your responses exactly as the questions are presented herein, and limit to ten (10) one-sided pages, except items A.3, C and D and Schedule A-1. Interested respondents are invited to submit proposals that contain the following information:

**A. Background, Experience, and Personnel**

1. A history of the firm's experience providing graphic design services and a description of the range of services offered by the firm.
2. A description of your organizational structure, including resumes of the principals and professional staff who would provide graphic design services to LMDC.
3. Samples of up to five projects that the firm has completed in the areas of graphic design of planning and design subject matter. 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 on fee arrangements.
4. The number of full time employees in New York State.
5. Name and resume of firm's project manager to be assigned.
6. Any other information that you believe would make your work on behalf of LMDC superior to that of other firms.
7. A description of the firm's approach/methodology for this type of work.

**B. Fees and Costs**

**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. Please detail:

8. The normal hourly rate of each principal and staff member whose resume is provided or whose job category may be required, and the hourly rate you propose to charge.
9. Costs of any anticipated clerical support.
10. A schedule of all reimbursable expenses you anticipate and the rate of each.
11. Any reduced fees charged other municipalities, economic development or nonprofit organizations, and governmental entities.
12. Whether you would be willing to agree to a cap on fees.
13. Any other fees or charges.

**C. Conflicts of Interest**

14. Please submit a statement describing whether providing graphic design services to LMDC would create any potential conflict of interest, or appearance of impropriety, relating to other clients of the firm or officers, directors, and employees of LMDC. Please indicate what procedures will be followed to detect and notify LMDC of, and to resolve, any conflicts of interest.

15. 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 as graphic design consultants to LMDC.

**D. Contact Information Form**

A separate sheet of paper indicating clearly:

- a. Lead firm or individual name;
- b. Contact person;
- c. License or certification information of lead firm principal or individual;
- d. Telephone, fax and wireless numbers;
- e. E-mail address;
- f. Street address of lead firm or individual;
- g. Year firm or individual practice established;
- h. Indicate if New York State certified Minority or Women-owned Business Enterprises (M/WBEs);
- i. Indicate type of work or specialty; note size of firm, including separate counts of (i) registered architects; (ii) certified planners; (iii) registered landscape architects; (iv) professional engineers); (v) other pertinent persons.
- j. The lead firm or individual is to sign and date this form.

**CRITERIA FOR SELECTION**

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

- (a) Quality of work product as demonstrated in submitted work samples.
- (b) Demonstrated history of creatively solving unique graphic design challenges with original, fresh thinking. Bold and innovative or outstanding work by your firm, or approaches or methodology that demonstrates your unique qualifications to provide urban design services.
- (c) Demonstrated knowledge of New York City, and Lower Manhattan in particular, including mapping, etc.
- (d) Experience in providing graphic design services to municipalities, economic development organizations, or other governmental entities. Successfully completed graphic design studies and successful implementation and/or operation of the projects.
- (e) Experience of the firm to work on graphic design projects of varied scales.
- (f) Responding firm's staff stability and availability, and facility for working with LMDC officers and staff.
- (g) Effective presentation and communication skills (an oral presentation may be required from the finalists and, if required, such presentation will be a rating factor. Project staff should be present at the oral presentation).
- (h) Anticipated cost of services.

### **Miscellaneous Conditions**

The issuance of this RFQ and the submission of a response by any proposing firm(s) or the acceptance of such response(s) by LMDC do not obligate LMDC in any manner. Legal obligations will only arise on the execution of a formal contract by LMDC and the firm(s) selected by LMDC.

LMDC reserves the right (i) to amend, modify, or withdraw this RFQ, (ii) to revise any requirements of this RFQ, (iii) to require supplemental statements or information from any firm, (iv) to accept or reject any or all responses hereto, (v) to extend the deadline for submission of responses thereto, (vi) to 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) to cancel this RFQ, in whole or in part, if LMDC deems it in its best interest to do so. LMDC 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. Responses to this RFQ will be prepared at the sole cost and expense of the proposing firm(s).

It is the policy of the State of New York and the LMDC to comply with all federal, state and local laws, policy, 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 New York State Business Enterprises, Minority and Women-owned Business Enterprises (M/WBEs), Minority Group Members and women share in the economic opportunities generated by LMDC's participation in projects or initiatives and/or the use of LMDC funds. LMDC is a subsidiary of the Empire State Development Corporation (ESDC). Accordingly, ESDC's non-discrimination and affirmative action policy will apply to this initiative. The selected consultant(s) shall be required to use its best efforts to achieve American M/WBE participation of not less than 20% of the total dollar value of the contract. A copy each respondent's equal employment opportunity policy statement and Staffing Plan (Schedule A-1) of the anticipated workforce to be utilized on the contract, shall be included as part of the response to any RFQ. The ESD Affirmative Action Unit (AAU) is available to assist you in identifying New York State certified M/WBEs that can provide goods and services in connection with the contract. If you require M/WBE listings, please call the AAU at (212) 803-3224.

## SCHEDULE A-1

## STAFFING PLAN

Project/RFP Title \_\_\_\_\_ Location of Contract \_\_\_\_\_ County \_\_\_\_\_ Zip \_\_\_\_\_  
 Contractor/Firm Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Check applicable categories: (1) Staff Estimates include: ( ) Contract/Project Staff ( ) Total Workforce ( ) Subcontractors  
 (2) Type of Contract: ( ) Construction Consultants ( ) Commodities ( ) Services/Consultants

Federal Occupational Category	TOTAL ANTICIPATED WORK FORCE										Total Percent Minority Employees	Total Percent Female Employees		
	Total Number of Employees		Black (Not of Hispanic Origin)		Hispanic		Asian or Pacific Islander		Native American Alaskan Native					
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female				
Officials/Admin.														
Professionals														
Technicians														
Sales Workers														
Office & Clerical														
Craft Workers														
Operatives														
Laborers														
Service Workers														
<b>TOTALS</b>														

## CERTIFICATION:

I, \_\_\_\_\_ (Print Name), the \_\_\_\_\_ (Title), do certify that (i) I have read this Staffing Plan and (ii) to the best of my knowledge, information and belief the information herein is complete and accurate.

Signature \_\_\_\_\_ Date \_\_\_\_\_ Telephone Number \_\_\_\_\_

## Forward to:

Empire State Development  
 Affirmative Action Unit - Laverne Poole  
 633 Third Avenue  
 New York, NY 10017

Office: (212) 803-3224

Fax: (212) 803-3223

## **CONTRACTORS STAFFING PLAN**

***Instructions for Completion***

### **PURPOSE:**

The Contractors Staffing Plan is prepared by all contractors providing good, products and merchandise, or services (skilled and non-skilled) or professional consulting services (inclusive of professional construction consultant services) to a state agency. The plan is required prior to the award of a contract and contains the anticipated staff assignments during the contract. **In instances where that cannot be identified, the contractor may identify the total work force of the company.** The form will be reviewed by state agencies for the purposes of equal employment opportunity requirements.

### **GENERAL INFORMATION:**

1. **Project/RFP Title:** describe the project for which you are competing as indicated on the RFP/RFB document.
2. **Location of Contract:** the company's location and postal zip code.
3. **Contractor/Firm Name:** the company that will be providing the workforce. Include address with city name, state and zip code.
4. **Check applicable categories:**  
(1) *Staff Estimated include: Contract/Project Staff (check in cases where the workers to be assigned can be determined, Total Work Force (check in the event the contract work force cannot yet be determined, Subcontractors (check if the work force for the project is that of a subcontractor).*  
(2) *Type of Contract: Construction Consultants, Commodities, Services/Consultants (check appropriate box).*

### **TOTAL ANTICIPATED WORK FORCE:**

1. **Federal Occupational Category:** The contractor's work force is broken down and reported by the nine Federal Occupational Categories (FOC's) consistent with the Federal government's EEO-1 categories for the private sector labor force. The categories are general in nature, and include all related occupational job titles. The contracting agency can provide assistance in categorizing specific jobs.
2. **Total Number of Employees:** Record the total number of all persons employed in each FOC regardless of ethnicity (either to be assigned to the contract/project staff OR in the company's total work force, as indicated by the categories selected in number 4 (1) Staff Estimated, of the General Information. Report the number of male employees in column (1), and the total number of female employees in column (2) for each FOC. In columns (3) through (10), report the number of male and female *minority* group member, based on the following defined groups:

**Black (not of Hispanic origin):** all persons having origins in any of the Black African racial groups.

**Hispanic:** all persons of Mexican, Puerto Rican, Dominican, Cuban, Central or South American or either Indian or Hispanic origin, regardless of race.

**Asian or Pacific Islander:** all persons having origins in any of the Far East countries, South East Asia, the Indian subcontinent or the Pacific Islands.

**Native American or Alaskan Native:** all persons having origins in any of the original peoples of North America.

### **TOTAL PERCENT MINORITY:**

Add all minority group members (male and female) columns (3) through (10), divide by the total numbers of all employees in that FOC (columns 1 + 2). Post the percentage result for that FOC. [Total number of minority employees (columns 3 thru 10). Total number of employees (columns 1 and 2)].

### **TOTAL PERCENT FEMALE:**

Divide the number of female employees (column 2) in the FOC, by the total number of both Male and Female (column 1 + 2). Post the percentage result for that FOC. [Total female employees (column 2). Total number of employees (columns 1 and 2)].

### **TOTALS:**

To compute the column totals, add vertically. *Total Percent Minority Employees and Total Percent Female Employees* should be calculated as shown above, using the summed column totals.

The Contractors Staffing Plan is to be completed by the prime contractor and signed and dated by an authorized representative before submission. The *Company Official's Name, Title, Telephone Number, Signature and Date* signed should be provided where indicated on the form.