

Graphic Design, Peconic Estuary Program Comprehensive Conservation and Management Plan (CCMP) Revision

The Peconic Estuary (“PE”) is one of twenty-eight estuaries in the National Estuary Program (“NEP”), administered by the United States Environmental Protection Agency (“USEPA”) under Sec. 320 of the federal Clean Water Act to protect and preserve nationally significant estuaries which are threatened by pollution, development or overuse. In November 2001, the Peconic Estuary Program (“PEP”) completed a Comprehensive Conservation and Management Plan (“CCMP”; <https://www.peconicestuary.org/protect-the-peconic/ccmp/>), designed to protect and preserve the natural resources of the PE and to guide the sustainable use of those resources. Stony Brook University is now administering State funds available for revising the PEP CCMP provided by the New York State Department of Environmental Conservation (“NYSDEC”). The revised CCMP will be the blueprint by which the PEP directs its resources and efforts at the region’s priority problems and challenges over the next decade.

This solicitation seeks bids from prospective vendors for the graphic design and production of a web-based CCMP document and printed CCMP materials.

The work and performance of the graphic design contractor will be aided and overseen by a CCMP Revision Core Team (“Core Team”) comprised of representatives from Suffolk County, NYSDEC, PEP, USEPA, New England Interstate Water Pollution Control Commission (“NEIWPCC”), and New York Sea Grant (“NYSG”). Detailed instructions for submitting a bid in response to this solicitation are attached. It is anticipated that the contractor will meet with the Core Team on a bi-weekly conference call basis for the first several months of the contract period. This frequency may be adjusted as deemed necessary or desirable.

The 2001 CCMP consisted of two lengthy, printed volumes (Plan and Appendices) with hundreds of pages of dense text, tables, and graphs, as well as a 21-page Public Summary Document that was designed to be more visually pleasing but still contained a large amount of text. The Peconic Estuary Program staff and partners have found that these lengthy, detailed, printed materials have been cumbersome and the revised CCMP should be more concise. For the revised CCMP, the Core Team envisions that the end products should:

- Focus more on objectives and actions,
- provide useful information and tools to people who manage the estuary,
- directly support decision-making (e.g., annual planning by PEP),
- facilitate understanding of linkages in the ecosystem and among management actions,
- clearly outline and explain the Peconic Estuary Program’s past focus and accomplishments, and current program focus and actions,
- primarily be web-based/interactive.

An example of the type of web-based document we are looking for is the [Tampa Bay Estuary Program CCMP](#).

The [Long Island Sound Study CCMP](#) is not web-based but provides a good example of a concise CCMP document.

While the CCMP will be primarily web-based, there is still a need for some print materials and downloadable PDFs to provide concise information about the CCMP for target audiences. The printed materials will serve as quick references for people involved in managing the estuary and as introductions/overviews for stakeholders and the interested public.

- The print materials will include:
 - CCMP Public Summary - *printing of a few hundred copies, printed amount is subject to change.*
 - Approximately 10 pages.
 - Brief description of how CCMP was developed and comparison between 2001 CCMP and revised CCMP.
 - Concise summary of the CCMP's Visions, Priorities (CCMP Chapters), Goals, Objectives and Actions.
 - Full CCMP Document- *printing of fifty copies, printed amount is subject to change.*
 - CCMP Chapters- *printing of fifty copies, printed amount is subject to change.*
 - Stand- alone section prints for each CCMP Chapter, should lend to one-off printing on standard office printers or distribution electronically for future use.
 - Includes overarching Goal, specific Objectives and associated Actions, and Measureable Targets.

Detailed Scope:

Desired outcome: Graphic design of draft and a final web-based CCMP document and printed CCMP materials.

Tasks:

- 1. CCMP Graphic Design Plan and Template Development**
- 2. Draft CCMP Development**
- 3. Final CCMP Development**

Task 1: CCMP Graphic Design Plan and Template Development

- A. Develop a Graphic Design Plan for web-based CCMP document and printed CCMP materials with the Core Team. Review and comment on promotional CCMP products for target audiences, including a public-friendly CCMP Public Summary document.
- B. Develop draft web-based and printed CCMP templates for graphic design in collaboration with Core Team. The graphic design of pages should lend itself to one-off printing on standard office printers or distribution electronically for future use;
- C. Collaborate with Core Team and Management Committee to review and modify draft CCMP templates and documents accessibility;
- D. Develop final CCMP templates approvable by the PEP Management Committee.

Task 1 Deliverables:

- a) CCMP Graphic Design Plan.
- b) Draft CCMP web-based and printed templates.
- c) Final CCMP web-based and printed templates.

Task 2: Draft CCMP Development

- A. Use CCMP outline document (developed by Core Team and Writing Support contractor based on Phase I of Stakeholder Input) to develop the draft CCMP web-based document and associated printed materials. Format text, graphics and images according to CCMP Graphic Design Plan;
- B. Develop draft web-based CCMP and associated printed materials available for Management Committee review. Collaborate with Core Team, PEP Management Committee, and Writing Support contractor to review and modify draft CCMP document;
- C. Work with Core Team to finalize draft CCMP and submit to the USEPA for review;
- D. Collaborate with Core Team, PEP Management Committee, and Writing Support contractor to modify draft CCMP document based on USEPA comments;
- E. Develop a draft CCMP document to publically release for a 60-day public comment period (Phase II of Stakeholder Input).

Task 2 Deliverables:

- a) Draft CCMP web-based document and associated printed materials available for Core Team, PEP Management Committee and Writing Support contractor review.
- b) Draft CCMP document available for USEPA review.
- c) Draft CCMP document, incorporating USEPA comments, available for public 60-day public comment period.

Task 3: Final CCMP Development

- A. Collaborate with Core Team, PEP Management Committee, and Writing Support contractor to review and modify draft CCMP document based on Phase II of Stakeholder Input. Format text, graphics and images according to CCMP Graphic Design Plan;
- B. Finalize web-based CCMP and associated printed materials;
- C. Make final web-based CCMP and PDF versions of the printed materials available online. Provide copies of printed materials.

Task 3 Deliverables:

- a) Final CCMP documents, online and printed versions.

Application Bids must include:

- 1) Bid describing how you will complete tasks 1-3
- 2) Budget broken out by task, with the total budget request not to exceed \$24,999. You must provide pricing for each task and each item within the task to be considered for award.
- 3) CV of project leader or relevant experience of company. Experience with marine ecosystems in this context is preferred but not a required qualification.
- 4) Documentation of experience both web based and printed- Vendor to supply three recent samples of similar work completed for other educational clients. Web links are acceptable.
- 5) 3 references of clients with which a similar service was performed in the last three years in a facility of similar size, scope and complexity and in a satisfactory manner. Reference listing should include business name, address, contact name of an individual, contact telephone number, type of coverage and years services for each reference. SUNY Stony Brook reserves the right to contact, make inquiries and visit any of the supplier's current and/or past customers listed by bidder.
- 6) Bid and all components must be upload to New York Sea Grant's proposal portal located at <https://seagrant.sunysb.edu/proposals/>
- 7) The selected bid recipient will need to supply the following:
 - o W-9 form.
 - o Proof of Liability Insurance, Workers Compensation, and Disability insurance coverage.
 - o Cost reasonableness statement.

Deadline for receipt of Bids is 12/7/18 at 5pm EST.