Peconic Estuary Program

Inviting Proposals for Graphic Design
Revised Comprehensive Conservation and Management Plan

Deadline: 5 pm Eastern, Friday, March 1, 2019; Upload bids via www.nyseagrant.org/proposals)

The Peconic Estuary Program (PEP) seeks bids from prospective graphic designers for the layout and design of the program's Comprehensive Conservation and Management Plan (CCMP), content for which was recently revised. Once final, a web-based PDF of this document will be posted and highlighted at www.peconicestuary.org/protect-the-peconic/ccmp.

This site currently features PEP's last CCMP, completed in November 2001. This CCMP outlines the program's efforts related to protecting and preserving the natural resources of the Peconic Estuary Program (PE) and to guide the sustainable use of those resources.

The revised CCMP (the budget for which is not to exceed $35K) 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 document will serve as a reference for those managing the estuary and as an introduction/overview for stakeholders and the interested public.

I. The Process

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 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).

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.

II. Deliverables

The Peconic Estuary Program envisions the revised CCMP to be an on-line based document similar to those of other National Estuary Programs, such as: Tampa Bay NEP and Long Island Sound Study. *We are providing links for convenience; however, these and other CCMPs can be searched and reviewed independently*.

We recognize each Estuary Program is unique and as such each online platform should be unique as well. The main deliverable of this proposal for the PEP CCMP will include, but be limited to: links between chapters, novel and exciting new ways to present environmental issues to the public, highlight the pressing issues within the Peconic Estuary and any other targeted areas which are agreed upon.

As part of this process, we wish to provide chapter of the CCMP which are also printable pdfs as the CCMP will be primarily print-on-demand via Web-based PDFs, with the following CCMP documents to be developed separately as well and which will to provide concise information about the plan for target audiences:

- CCMP Public Summary (approx. a 10 page document)

    - Brief description of how CCMP was developed & comparison between 2001 CCMP & revised CCMP.

    - Concise summary of the CCMP's Visions, Priorities (CCMP Chapters), Goals, Objectives and Actions.

- Full CCMP Document (a 75-100 page document)

- CCMP Chapters

    - 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 a draft and final Web-based/printable CCMP document

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** (*Files preferred in Adobe InDesign*)

A. Develop a Graphic Design Plan for CCMP documents 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 graphic design template for CCMP 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.

Deliverables:

a) CCMP Graphic Design Plan.
b) Draft CCMP templates.
    1. Introductory chapters (likely 1-3 and will include background information and review chapters)
    2. Water Quality Chapter
    3. Habitat and Living Resource Chapter
    4. Climate Change Chapter
    5. Public Outreach Chapter
    6. Management and Finance + Conclusion Chapters
    7. Appendix (if required)
c) Final CCMP templates.

Task 2: **Draft CCMP Development** (*Files preferred in Adobe InDesign*)

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 documents. Format text, graphics and images according to CCMP Graphic Design Plan;
B. Develop draft CCMP documents available for Management Committee review. Collaborate with Core Team, PEP Management Committee, and Writing Support contractor to review and modify draft CCMP documents;
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 and public summary document to release for a 60-day public comment period (Phase II of Stakeholder Input).

Deliverables:

a) Draft CCMP documents available for Core Team, PEP Management Committee and Writing Support contractor review.
   1. Introductory chapters (likely 1-3 and will include background information and review chapters)
   2. Water Quality Chapter
   3. Habitat and Living Resource Chapter
   4. Climate Change Chapter
   5. Public Outreach Chapter
   6. Management and Finance + Conclusion Chapters
   7. Appendix (if required)
b) Draft CCMP documents available for USEPA review.
c) Draft CCMP documents, incorporating Management Committee comments, available for 60-day public comment period.

Task 3: **Final CCMP Development** (*Files preferred in Adobe Acrobat*)

A. Collaborate with Core Team, PEP Management Committee, and Writing Support contractor to review and modify draft CCMP documents based on Phase II of Stakeholder Input. Format text, graphics and images according to CCMP Graphic Design Plan;
B. Finalize web-based CCMP and Public Summary Document
    Make final web-based CCMP and Public Summary Document available online.

    Deliverables: Final Web-based/printable CCMP documents.

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 $35,000. You must provide pricing for each task and each item within the task to be considered for award. A total budget must be listed as well.

3) CV of project leader or relevant experience of company.

4) Documentation of experience – Vendor to supply three recent samples of similar work completed for other educational clients. Web links are acceptable.

5) Three 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. Stony Brook University 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 NYSG's proposal portal, www.nyseagrant.org/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.

Background: 2001 CCMP

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. PEP 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 PEP'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.

About PEP

PEP is one of 28 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.