

# **NIAGARA FALLS HOUSING AUTHORITY**

## **REQUEST FOR PROPOSALS TECHNICAL ASSISTANCE GRANT (TAG) PROJECT**

### **COMMUNITY EDUCATOR SERVICES for the TRACT II – Highland Avenue Site, No. 932136 Niagara Falls , New York , Niagara County**

The Niagara Falls Housing Authority (NFHA) (“TAG recipient”) is seeking the services of a Community Educator to inform and educate the affected community about the remedial program for the TRACT II – Highland Avenue State Superfund site (“the Site”), located in Niagara Falls, New York, Niagara County. The Community Educator would utilize a variety of means outlined in this RFP to disseminate information to the community about relevant environmental and health information and remedial activities associated with the Site’s remedial program. The outreach assistance provided by the Community Educator is intended to help the TAG recipient and community to understand the nature and extent of contamination at the Site and the development and implementation of the remedy for the remediation of the Site. The services described in this request will be funded by the TAG recipient under a TAG provided by the New York State Department of Environmental Conservation (DEC).

#### **General Information**

In the Highland Community the NFHA is the primary agency addressing the community’s needs. The NFHA provides affordable housing in the neighborhood at the Harry S. Jordan Gardens community, located at 2910 Highland Avenue, and the Center Court community, located at 1700 Center Avenue. Combined, these apartment developments have 234 family units and are both within walking distance of the TRACT II site. The NFHA provides comprehensive health, educational, social and recreational programs to the entire Highland Community, through the Doris W. Jones Family Resource Building located at 3001 Ninth Street. Through effective community based partnerships and collaborations with other community organizations and city institutions, the NFHA has worked to improve the quality of life, and the lives of families within the Highland Avenue area.

The Tract II Site is a 20 acre parcel located on Highland Avenue and is one of the largest brownfields in the Highland Community. As a former heavy industrial property, this site is considered a high priority development site for the City of Niagara Falls. The city owns the TRACT II site and in July 2008 it was reclassified for action under the State Superfund program and will be remediated beginning the summer of 2009.

The location and condition of the TRACT II Site to the NFHA’s housing communities and surrounding neighborhood is of great concern. The TAG recipient believes it has a responsibility to ensure all affected parties are aware and knowledgeable of the site remediation process and its overall health impact.

Additional information about the Site is available at two locations established by DEC to access site-related project documents:

**Doris Jones Family Resource Building**  
**3001 Ninth Street**  
**Niagara Falls, NY 14301**  
**(716) 285-5374**

**NYS Department of Environmental  
Conservation**  
**270 Michigan Avenue**  
**Buffalo, NY 14203**  
**(716) 851-7220**  
**(Please call for an appointment)**

### **Minimum Qualifications for a Community Educator**

Minimum qualifications for a Community Educator include:

#### **Experience in Outreach/Education**

Experience in the design and implementation of community outreach and education programs for communicating technical and health-related information to a non-technical audience (minimum of three projects);

#### **Communication Skills**

Strong writing and communication skills (minimum of three examples);

#### **Facilitation Skills**

Effective facilitation skills (minimum of three examples).

- Knowledge of, and experience with, DEC's remedial programs would be beneficial.
- Knowledge of the community affected by the Site, as well as Site-related issues affecting the community, would also be beneficial.

**The Community Educator would be expected to coordinate effectively with the TAG recipient and its Technical Consultant. This coordination would include assisting the TAG recipient to communicate with DEC regarding community outreach issues related to the Site.**

#### **Cost Range**

Completion of the activities described below in the Scope of Work shall not exceed \$45,000. The "not to exceed" cost for Community Educator services includes all necessary communication and interaction with the TAG recipient, DEC and other government entities involved with the Site's remedial program, and the Technical Consultant and any other TAG recipient consultants as appropriate; all appropriate travel;

costs associated with developing, reproducing and distributing summaries, reports, fact sheets and other documents; all equipment necessary for the delivery of services; and facility rentals for community meetings, workshops, drama-based performances and other gatherings.

### **Estimated Time Frame for Project**

Cleanup activities at the Site began in the summer of 2009 and are expected to be completed in early 2010. Site management activities will be conducted as appropriate at the completion of remediation. The Community Educator will be expected to provide service under this scope of work for approximately 12 months, subject to the schedule for remediation and site management.

### **Scope of Work**

The Community Educator will be expected to conduct activities and generate the following work products:

1. Develop community education strategies and programs regarding the contamination, health and environmental impacts, and remedial activities related to the Site's State Superfund remedial program. The programs developed will include written materials, public meetings and workshops, media campaigns and other activities. Direct and implement the outreach programs. Monitor and assess effectiveness and adjust as appropriate.
2. Establish and maintain community document repositories at the Doris Jones Family Resource Building. These repositories will house relevant documents with regard to the nature of the hazard of contamination presented by the Site, as well as important documents generated and/or evaluated under the State Superfund process regarding the investigation and remediation of the Site. The repositories also will house the document summaries developed by the Technical Consultant, as well as any written materials for public education developed by the Community Educator.
3. Develop a minimum of six community-friendly fact sheets, newsletters and/or brochures informing the community of important Site remedial program milestones, ongoing activities and results.
4. Coordination of all community outreach activities, and the distribution of project information to the community.
5. Plan and facilitate a minimum of two public meetings and/or public workshops: one to discuss Site remedial construction activities; the other to discuss the end of construction activities and address the success in meeting remedial goals, post-construction site management, site institutional and engineering controls and other important issues. Coordinate development of meeting publicity and materials.

Coordinate with the Technical Consultant, TAG recipient, DEC, and other participants as appropriate.

6. Assist the affected community in obtaining answers to Site-related questions; handle referrals; facilitate dialogue among the affected community, the Technical Consultant and DEC.
7. Develop public service announcements, news articles and other materials for community education.
  - Provide updates about the site remedial project such as tentative dates and contact numbers so the community knows who is in charge of the remedial program as well as who to call if they have concerns.
  - Develop community participation and project activity reports.

**NOTE: In support of the cost quotation provided in a response to this RFP, please provide a breakdown of the level of effort for each work product in a format as shown in the Attachment at the end of this announcement.**

Dates for delivery of the various work products will be governed by the progress of the Site remedial program.

### **Community Educator Proposals**

**Three complete copies of the Community Educator Proposal are required; (two hard copies, one (1) with original signatures), and one (1) electronic copy as an Adobe / Acrobat PDF on a CD. The proposals are to be submitted in a separate, sealed envelope. The Technical Consultant Proposal will be evaluated on the basis of required experience and cost.**

Proposals must include the following:

1. Organization description;
2. Proposed key project personnel by name and title;
3. Summaries and other relevant materials illustrating the required experience, as identified in the section “Minimum Qualifications for a Community Educator,” in a) the design and implementation of community outreach and education programs for communicating technical and health-related information to a non-technical audience (minimum of three projects); b) strong writing and communication skills (minimum of three documents: fact sheets, brochures and/or other examples); c) effective facilitation skills (minimum of three descriptions of facilitation of public meetings, workshops, small group discussions, and/or mediation sessions);
4. Cost breakdown as described in the section “Scope of Work”;
5. Designation of an office and individual who will be directly responsible for all activities of the Community Educator in connection with this project;

6. A statement a) certifying that the proposer is not currently employed by or affiliated with the **Niagara Falls Housing Authority**, is not performing work at the Site for the Federal or New York State government or site responsible parties, and does not otherwise have a conflict of interest in relation to the Site; and b) a statement that the proposer shall immediately disclose any such information discovered after submission of the proposal;
7. A statement providing availability of insurance at the time of contract execution which holds the NFHA harmless during the contract period.

### **RFP Evaluation Criteria**

The following criteria will be used to evaluate and score the Community Educator Proposals. Scoring will be on a point system. Thirty (30) points will be the highest achievable score. In submitting a Proposal, the Proposer is acknowledging that evaluation and scoring of the Proposal is at the sole discretion of the TAG recipient. In the event of a tie, the TAG recipient will rescore the “tie” Proposals until the tie is broken. The components of the evaluation criteria and the points associated with them are identified below:

- A. Professional experience (10 points maximum) as follows:**
  - 5 points for involvement in at least three projects**
  - 4 points for knowledge of DEC’s remedial programs**
  - 1 point for knowledge of the community affected by the Site**
- B. Communications skills (10 points maximum) as follows:**
  - 0 - 5 points for verbal skills**
  - 0 - 5 points for written skills**
- C. Facilitation skills (0 - 5 points)**
- D. Quality of the Proposal (0 - 5 points)**

**The TAG recipient and its contractors must make good faith efforts to subcontract a portion of the contract amount to Minority and Women Owned Business Enterprises (M/WBE).**

### **Submission**

Proposals must be received by **4:00 PM**, local prevailing time, on **July 29, 2009**.

Proposal envelopes should be clearly labeled to:

1. Identify that it is a sealed proposal
2. Identify the name of the proposer
3. Identify the project name

Proposals should be mailed to:

**Ms. Stephanie W. Cowart**  
**Executive Director**  
**Niagara Falls Housing Authority**  
**744 Tenth Street**  
**Niagara Falls, New York 14301**

Inquiries regarding this RFP may be directed to Ms. Cowart at the above address or by contacting her at **(716) 285-6961**.

**ATTACHMENT**

**Breakdown of Cost Estimates for Community Educator Work Products**

Develop community education strategies and programs regarding the Site's State Superfund remedial program	#hrs. x \$/hr. =	\$
Establish and maintain document repositories	#hrs. x \$/hr. =	\$
Develop/distribute six community fact sheets, newsletters or brochures	#hrs. x \$/hr. =	\$
Plan/facilitate public meetings or workshops	#hrs. x \$/hr. =	\$
Coordinate planning/conduct of two drama-based informational performances	#hrs. x \$/hr. =	\$
Ad-hoc community assistance for site-related issues; facilitation among community, Technical Consultant and DEC	#hrs. x \$/hr. =	\$
Develop public service announcements, news articles for community education	#hrs. x \$/hr. =	\$
Develop project activity reports	#hrs. x \$/hr. =	\$
TOTAL		\$