

**REQUEST FOR PROPOSALS**

**NEW YORK-NEW JERSEY HARBOR & ESTUARY PROGRAM**

**Public Programs in Support of the Proposed Harlem River Greenway in the Bronx**

**April 5, 2023**

The New York-New Jersey Harbor & Estuary Program (HEP) is requesting proposals to support community engagement efforts and related public programs that will bring awareness of the Harlem River to local community members while helping identify community values and desires for improved access, including bicycle and pedestrian improvements that will enable residents and visitors to move safely to and along the waterfront in the Bronx.

A total of \$40,000 is available under this request for proposals (RFP). HEP anticipates making up to four grants of between \$ 5,000 and \$15,000 for programs to be completed no later than November 2023. HEP anticipates issuing another RFP for program partners in 2024 and successful applicants to this 2023 RFP will be eligible for a second year of funding. Grant recipients must be a unit of local government or non-profit organization located in and/or serving the communities along the Harlem River in the Bronx. See [here](#) for a project map.

An initial one page letter of inquiry is due May 15 2023. We will invite a small number of the most promising applicants to submit a full proposal by June 23 2023.

This Request for Proposals (RFP) includes the following information:

- I. Program Background
- II. Project Background
- III. Scope of Services
- IV. Available Data
- V. Additional Considerations
- VI. Submissions Process
- VII. Proposal Content
- VIII. General Guidelines for Applicants
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**New York-New Jersey Harbor & Estuary Program**

Hudson River Foundation ✦ 17 Battery Place, Suite 915/ New York, NY 10004 ✦ 212-483-7667

## **I. Program Background**

The New York New Jersey Harbor Estuary is a complex ecological system at the heart of the nation's largest metropolitan area. The New York - New Jersey Harbor & Estuary Program (HEP) brings the benefits of the Clean Water Act to the people who live, work, and recreate on our shared waterways. Created by the U.S. Environmental Protection Agency (EPA) at the request of the governors of New York and New Jersey, HEP is an ongoing collaboration to develop and implement a consensus driven plan to protect, conserve and restore the estuary. HEP decisions and activities are carried out by staff and partners organized through committees and work groups. One of these is the Bronx and Harlem Rivers Urban Waters Federal Partnership (BxH UWFP), which seeks to help overburdened and underserved Bronx communities reconnect to their waterways, improve water quality and human health, and restore impacted riverfronts while pursuing environmental justice. More information about HEP and the priorities of our 2017 - 2025 Action Agenda is [here](#). You can learn more about the BxH UWFP [here](#). The Hudson River Foundation (HRF) is the host of HEP and the Foundation will be the contracting entity for this RFP. HRF seeks to make science integral to decision-making regarding the Hudson River and its watershed and to support competent stewardship of this extraordinary resource.

## **II. RFP Background**

The community-based [Harlem River Working Group](#) and Bronx Council for Environmental Quality have long sought improved access to the Harlem River, including a continuous greenway along the waterfront as well as improved connections from upland neighborhoods. Access to the nine miles of River from Bronx neighborhoods is severely limited – a fact recognized by studies by both HEP and the New York City Department of City Planning. Addressing this need has been recognized in the recently completed NYC Parks Harlem River Watershed and Natural Resources Management Plan for the Bronx and is the subject of the [Harlem River Greenway Implementation Plan](#) being prepared by the NYC Department of Transportation (DOT).

Working with the Harlem River Working Group and the Bronx & Harlem Rivers Urban Waters Federal Partnership, HEP seeks to help meet these community needs and agency priorities by supporting community engagement and refining stakeholder understanding of the benefits, opportunities, and challenges for improved access to the Harlem River in the Bronx.

## **III. Objectives**

The recent Bipartisan Infrastructure Law (BIL) has afforded HEP an opportunity to help address these issues. Through this RFP, HEP will identify and support a series of public programs and related community engagement efforts that will bring awareness of the Harlem River to local community members while helping identify community values and desires for improved access, including bicycle and pedestrian improvements that will enable residents and visitors to move safely to and along the waterfront.

#### IV. Anticipated Activities and Outputs

HEP anticipates supporting public programs, educational events, bicycle and pedestrian programs, and other non-traditional means of engaging the public in the creation of safe bicycle and pedestrian routes to the Harlem River. Many of these will be held in conjunction with existing community programs and partners, including stewards of existing public parks. The events should provide an opportunity to help convey the progress and possible greenway priorities as they are identified by NYC DOT and the Harlem River Working Group through the creation of the Harlem River Greenway Implementation Plan. This could be done directly by the applicant and/or by providing opportunities (such as distributing flyers, tabling, and/or brief announcements).

The kinds of events can include but are not limited to:

- Neighborhood walks and bike rides;
- Learn to ride and community bike share programs;
- Temporary public art and/or arts programming;
- Community plantings and other park and street beautification and stewardship programs;
- Paddling, learn to fish, and other environmental education programs.
- Sidewalk stations, tabling, and other means of directly engaging local residents.

In addition to the programs themselves, anticipated deliverables include the number of participants, photos or videos of the event, any earned media and social media posts, and other records of the event.

HEP anticipates issuing another RFP for program partners in 2024 and successful applicants to this RFP will be eligible for a second year of funding.

#### V. General Guidelines for Applicants

**Eligibility:** Applicants must be non-profit organizations with 501(c)(3) status or local government entities located in or otherwise serving located in and/or serving the communities along the Harlem River in the Bronx. See [here](#) for a project map. Organizations without 501(c)(3) status may apply, but they must partner with a local government entity or another organization with 501(c)(3) status that will serve as a fiscal agent for the project/proposal.

#### Schedule:

Announcement of Request for Proposals	April 5, 2023
Letter of Inquiry	May 15, 2023
Invitations to Submit Full Proposals	May 26, 2023
Full Proposals Due	June 23, 2023
Projects Selected (subject to change)	June 30, 2023
Project Period (subject to change)	Completed by November 2023
Final Report	January 2024

**Funding:** A total of approximately \$40,000 is available. HEP anticipates making up to four grants of between \$5,000 and \$15,000. Please note that while proposals of up to \$15,000 are welcome, cost effectiveness and leveraging are among the scoring criteria.

Once an award is made and a contractual agreement is signed, grantees will receive an advance of 50% of the total grant. A second interim payment of up to 25% is possible upon request. The final payments of up to 50% of the total grant will be made following submission and approval of the final report. Funds can be used to support salary, fringe, travel, equipment/supplies, professional services, and other direct costs. Indirect costs of up to 40% of staff costs are allowed. Food costs are ineligible.

**Match.** No matching funds are required, but contribution of outside funds, in-kind services, or other match will be favorably reviewed and should be indicated.

**Deliverables and Conditions:** Award recipients are required to complete the project in a timely manner and submit a brief final report including the number of participants, photos or videos of the event, any earned media and social media posts, and other records of the event together with the final invoice. Guidelines for these reports will be distributed with the grant award. Award recipients must acknowledge HEP/HRF funding using language and logos for any public presentations or printed materials.

**Quality Assurance & Quality Control Requirements.** If you plan to publish, post, distribute, analyze, or otherwise use data collected through monitoring or other means (including data collected previously by you or others), proposals will be required to develop a Quality Assurance Project Plan (QAPP) that must be approved by HEP and EPA before any monitoring or data analysis can begin. A QAPP is a written plan of why, how, and where you intend to collect data; once submitted, the approval process can take two months or more. Please note that data collection or analyses conducted solely for educational purposes (no data published, posted or distributed in any manner) does not require a QAPP. HEP staff will provide technical assistance for creation of the QAPP, if needed, but be sure to allocate time and effort for QAPP preparation as part of the proposal.

## VI. **Submission Process**

### ***Email Any Questions by May 15, 2023***

Interested applicants are encouraged to submit any questions about the RFP in advance of May 15 via e-mail to [christina@hudsonriver.org](mailto:christina@hudsonriver.org). We will answer directly and publish a FAQ on our website.

### ***Letter of Inquiry (due May 15, 2023)***

Prospective applicants are invited to submit a brief letter of inquiry, including the lead organization, contact information, project location, prospective partners, and a short description of proposed project. See attached form at Appendix A. Please send the letter of inquiry to [christina@hudsonriver.org](mailto:christina@hudsonriver.org) by no later than 9:00 PM EST May 15, 2023. We may ask for meetings with individual applicants to help us better understand their letter of inquiry.

### ***Invitations for Full Proposals (May 26, 2023)***

We anticipate inviting a small number of applicants submitting a letter of inquiry to complete the full proposal by May 26, 2023.

***Full Proposal (Due June 23, 2023)***

Proposals must be submitted by no later than 9:00 PM EST **June 23, 2023** to [christina@hudsonriver.org](mailto:christina@hudsonriver.org) as a single PDF document. The file name should be in the following format: "Harlem River Greenway Public Programs RFP\_NAME OF YOUR ORGANIZATION". You will receive an email confirming your submission with the subject line "RFP Submission Confirmation".

***Grant Awards (Anticipated June 30, 2023)***

HEP expects to provide award notification to applicants on or about July 15, 2023. See Appendix D for award criteria. Projects cannot start until both parties sign the contract. Once an award is made and a contractual agreement is signed, grantees will receive an advance of 50% of the total grant. A second interim payment of up to 25% is possible upon request. The final payments of up to 50% of the total grant will be made following submission and approval of the final report. HEP and the Foundation reserve the right to modify, postpone or cancel this solicitation and to reject all applications.

**VII. Proposal Content**

Each package should not exceed the equivalent of six single spaced pages.

The proposal *must* include the following information:

1. **Cover Letter.** Please include a cover letter, printed on an official letterhead and signed by an authorized representative of the lead organization that is applying.
2. **Title Page.** The title page must adhere to the format provided in [Appendix B](#) and include all of the following information, using a maximum of one page.
  - Project Title, as it appears throughout the proposal.
  - Project Leader: Provide the name, title, affiliation and complete contact information (mailing address, phone numbers, and email address) of the individual leading the project.
  - Project Support: Provide the names, titles, affiliations, and complete contact information for each of the additional individuals who will significantly contribute to the project.
  - Project Partners: Provide the names and contact information for notable partners, if applicable.
  - Project Cost: Provide the total funding requested from HEP and total project match (if any).
3. **Proposal Narrative.** Please start the proposal narrative on a new page. This section must not exceed three pages and must include the following information:
  - **Goals and Rationale:** Describe the issue(s) that the project will address. Summarize the major goal(s) and motivation of the proposed project and how they relate to the objectives of this RFP. Summarize **why** your project is important, what you expect to accomplish, and the expected benefits.

- **Location & Community being Served by this Proposal:** Please indicate where the project will take place and **who** the project will benefit, including **your organization’s history of serving that community**.
- **Associated Projects and Relevant Agencies:** If your proposal is intended to inform a specific agency or municipal decision and/or resiliency plans/project/ initiative, please indicate this including any specific conversations to date.
- **Workplan:** Please provide an outline of how you will accomplish this work and achieve your goal(s). This description should reference specific **Activities and Outputs that are anticipated**. Such activities and outputs could include but are not limited to: Community engagement activities; planning; technical assistance and communication; data collection, analyses, and communication of findings; and/or organizational capacity building to support these and other proposed activities. If relevant, please describe the data being collected, purpose, and monitoring methods that will be used as part of your project. Please read “Quality Assurance & Quality Control Requirements” on page 3 of the RFP.
- **Timeline:** Provide a detailed timeline for meeting project objectives and identified tasks and deliverables. Projects should be completed within the period identified for this RFP. All timelines should be stated in terms of Week or Month #1, #2, #4, etc. rather than specific dates. Project start dates may change based on the date an agreement is established.
- **Personnel:** Define the role of all individuals who will be involved in the project, including contractors and subcontractors, and briefly indicate their relevant experience/skills. Describe the role of partner organizations in the project and attach letters of commitment, if applicable.
- **Evaluation:** Indicate how you plan to evaluate the success of your project. Consider which outputs and outcomes (or suitable indicators) you will realistically be able to measure and how you will define success for your project. This should be in line with your project goals and results.

4. **Attachments.** Please include the following:

- **Budget Form:** provide an itemized budget in the table format provided in Appendix C. Please indicate the source of any matching funds or in-kind services. If matching funds are included, please specify if these have been secured or are being sought.
- Please include any **letters of support** from partnering organizations, or other parties that support your proposed project, including the relevant public agencies and/or other landowners where the proposed event(s) will take place. Letters of support do **not** count towards page limit.

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**APPENDIX A: LETTER OF INQUIRY**

**Title:**

**Project Leader:**

**Contact Information:**

**Event/Program Name:**

**Location & Community being Served by This Proposal:**

**Prospective Partner(s) (if any):**

**Brief Description of Proposed Event/Program, including activities planned, intended audience, and objectives and outcomes. Please indicate if this program is part of an ongoing effort/is likely to be repeated with or without support from HEP:**

**Anticipated Date of Event/Program (All activities must be completed by November 2023):**

**Anticipated Total Cost and Any Other Received or Anticipated Support Required for This Event/Program (Funding provided by HEP is anticipated to be between \$ 5,000 - \$ 15,000):**

**APPENDIX B: TITLE PAGE FORMAT**

**Title:**

**Project Leader:**

**Contact Information:**

**Location & Community being Served by this Proposal, including representative latitude and longitude:**

**Total Funds Requested from HEP: \$**

**Total matching funds: \$**

**EIN/Federal Tax Identification Number:**

**DUNS Number:**



**APPENDIX C: BUDGET FORM**

BUDGET CATEGORY <i>(Add/remove itemizing lines below major categories as necessary, but please do NOT delete major categories)</i>	FUNDS REQUESTED FROM HEP	FUNDS FROM OTHER SOURCES	TOTAL BUDGET
<b>A. PERSONNEL</b> (list individual staff member, task, and hours or % time) <b>TOTAL:</b>	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
<b>B. FRINGE BENEFITS</b> % of (e.g., 30% of total personnel costs) <b>TOTAL:</b>	\$	\$	\$
<b>C. TRAVEL</b> (estimate number/purpose of trips below) <b>TOTAL:</b>	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
<b>D. EQUIPMENT</b> (Itemize below. Note that equipment refers to items that cost \$5,000 or more each. Items of lesser cost are considered supplies) <b>TOTAL:</b>	\$	\$	\$
	\$	\$	\$
<b>E. SUPPLIES</b> (itemize below) <b>TOTAL:</b>	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
<b>F. CONTRACTS</b> (identify & itemize below) <b>TOTAL:</b>	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
<b>G. OTHER</b> (identify & itemize below) <b>TOTAL:</b>	\$	\$	\$
	\$	\$	\$
<b>H. TOTAL DIRECT COSTS (SUM OF A-G)</b>	\$	\$	\$
<b>I. INDIRECT COSTS</b> % of (Up to 40% of staff or 10% of total direct costs are allowed) <b>TOTAL:</b>	\$	\$	\$
<b>J. TOTAL PROJECT COST (SUM OF H+I)</b>	\$	\$	\$

**APPENDIX D: EVALUATION CRITERIA**

Score: 1 = not likely, 2 = somewhat likely, 3 = likely, 4 = very likely. Maximum score: 48.

	<b>This proposal...</b>	<b>SCORE</b>
<b>Goals, objectives, and rationale</b>	Makes a clear case for applicant’s motivation to carry out the project.	
	References and supports relevant goals and objectives.	
<b>Approach to the Project and Specific Tasks</b>	Provides a clear and well thought-out course of action, including a list of specific tasks, actions and methods.	
	Has outputs and outcomes in line with those required in the RFP and the proposed course of action.	
<b>Ability to Meet Schedule</b>	The timeline for the identified tasks is realistic and likely to be met.	
<b>Community and Professional Merits and Relevant Experience</b>	Demonstrates organization’s historic and current connections with target community.	
	Will help build awareness of the proposed greenway and access to the Harlem River in general.	
	Demonstrates relevant program and event experience.	
	Indicates understanding and connections with Harlem River and bicycle/pedestrian improvements.	
<b>Cost Effectiveness</b>	Demonstrates commitment and support from project team and stakeholders.	
	Has costs that are reasonable and justified.	
	Provides for contribution of outside funds, in-kind services, or other match.	