



# Request for Proposals

## *Chautauqua County Outdoor Recreation & Amenities Map*

**PROPOSAL NO.: RFP-1-23 PLAN**

PROPOSAL ISSUE DATE:	January 20, 2023
QUESTIONS DUE BY:	February 6, 2023
PROPOSAL DUE DATE:	February 20, 2023
TIME:	3:30 PM

**All proposals & questions should be submitted to:**

**ATTN: REBECCA WURSTER, PLANNING COORDINATOR**

214 Central Avenue Suite 144  
Dunkirk, New York 14048

EMAIL: wursterr@chqgov.com  
PH. 716-363-3620



## Statement of Work

### Objective

The Chautauqua County Partnership for Economic Growth, (hereinafter called “CCPEG”), is a public/private economic development initiative under the umbrella of the Chautauqua Region Economic Development Corporation (CREDC). Through this solicitation, CREDC, through CCPEG, is seeking proposals from qualified consulting firms to undertake the development of a Chautauqua County Outdoor Recreation & Amenities Map to increase recreation use of existing trails and surrounding amenities throughout the County. CREDC, in conjunction with the Friends of the Chautauqua County Greenways (FCCG), Chautauqua County Department of Planning and Development (hereinafter called “CCDPD”), and the Chautauqua County Visitors Bureau (hereinafter called “CCVB”), have allocated \$100,000 for the purposes of developing this map for the promotion, development, and protection of the area’s recreation and outdoor tourism industry. The objective of this project is to provide a user-friendly interactive map showcasing the outdoor trail systems in Chautauqua County and surrounding attractions and amenities to help residents and visitors explore all that Chautauqua County has to offer.

### Background Information and Purpose

The CREDC, along with FCCG, CCDPD, and CCVB, is currently exploring the practicality of and specific action steps necessary to develop an interactive outdoor recreation map and possible mobile application (app). As accomplished in other counties in New York State, this could result in increased tourism and use of trail systems, and would spur economic development.

The County is home to multiple trail entities. FCCG was created to bring them under one umbrella. Currently, each trail user group maintains their own trail maps in a variety of different formats ranging from posted maps at trailhead kiosks, to online maps which results in inconsistency, confusion, and underutilized trails. Some trail user groups struggle to collect GIS trail data and format the GIS data in a user friendly format. These gaps in data make it difficult for trail users, residents, and visitors alike to explore and use the trail systems. Based on a preliminary survey of existing trail entities, existing GIS data is available and willing to be shared as long as adequate descriptions of allowable and non-allowable uses are disclosed within the mapping system.

Current trail uses throughout Chautauqua County include biking, cross country skiing, hiking/walking, horseback riding, mountain biking, snowmobiling, snowshoeing, while many waterways support canoeing and kayaking. New York State maintains information for trails located on State property including the New York State Department of Conservation, which maintains volunteer stewardship agreements with multiple trail entities, and New York State Office of Parks, Recreation & Historic Preservation, which oversees the New York State Snowmobile Grant Program and maintains additional trails on State owned parks. Existing Chautauqua County trail entities include, but are not limited to, Chautauqua County Equestrian Trail System, Chautauqua County Snowmobile Federation, Chautauqua Rails to Trails, Chautauqua Watershed Conservancy, Municipalities, Private Entities (Audubon Community Nature Center, Roger Tory Peterson Center, Panama Rocks), The Nature Conservancy, and Western New York Land Conservancy.

## Project

This project will develop a single user-friendly map and possible mobile app to have all trail data (greenways and waterways) compiled and housed in an easy to locate and edit, online location across multiple webpages. This project will consist of reviewing and evaluating existing mapped trails in the County, collecting inventory/GIS data of mapped and unmapped trail systems, developing an interactive user-friendly online map, and developing a streamlined process for submitting future data for uploading to the map. This map must be straightforward for the user, as well as it pertains to updating as trails are constantly changing. It is expected that this map will be featured on chqpartnership.com (CREDC), hikechq.com (Chautauqua County Parks Department), Friends of Chautauqua County Greenways Facebook Group, planningchautauqua.com (CCDPD), tourchautauqua.com (CCVB) and as well as individual trail entities websites.

## Examples

Chautauqua County Overland Trails Map - <https://hikechautauqua.com/>

This map only includes the County's two trails (East and West Overland Trails). We would like this website to act as the entire interactive trail map for the whole County.

Cattaraugus County Trail Map Viewer - <https://maps2.cattco.org/trails/trails.html>

This map includes an adequate filter system with information about the trail systems and amenities but is lacking ease of use.

Chautauqua County Visitor's Bureau - <https://www.tourchautauqua.com/explore/trails>

This map utilized Google to pin trail locations with limited information.

Chautauqua County Visitor's Bureau - <https://www.tourchautauqua.com/maps>

These maps are printable and included in the Chautauqua County Tourism Guide.

Genesee Valley Greenway - <https://map.fogvg.org/>

This map includes an adequate legend with information about surrounding amenities but is lacking in the trail information and filter system.

NYSSA Snowmobile Webmap - <https://webapps2.cgis-solutions.com/nysnowmobile/>

This map is limited to snowmobile trails only but is user friendly and offers an app version.

## Scope of Work

- 1 Data Collection & Analysis
  - a. Develop format for collection of trail GIS shapefile data.
    - i. Work with CCPDP and CREDC to collect any stipulation on trail use, on-site amenities, special features, trail description, etc.
    - ii. Ensure consistent trail information is collected for each trail.
    - iii. Ensure format for collection is easy to use and can continue to be used for trail modifications and updates
- 2 Inventory of Available Data
  - a. Evaluate collected trail data
    - i. Work with CCPDP and CREDC to summarize a list of missing or outdated GIS data sets to be collected by trail entities.
  - b. Evaluate collected amenities data
    - i. Summarize where this data was accessed from (ie. ESRI, Google Maps, NYS GIS Clearinghouse), who has control of the data, how often is the data updated, how will the data be pulled into the map, maintenance requirements for maintaining data connection.
- 3 Map Development
  - a. Evaluate best suited platform to host map
    - i. CCPDP currently utilizes ArcGIS online to house the County's East and West Overland Trail interactive maps.  
(<https://hikechautauqua.com/>)
  - b. Compile trail data into online interactive map
    - i. Develop a filtering system for trail uses, length, and difficulty.
      1. Difficulty based on length and change in elevation.
      2. Include dog friendly and handicapped (ADA)/stroller accessible.
      3. Groomed and non-groomer if applicable for winter use.
      4. Waterway uses.
      5. Cost for use if applicable.
    - ii. Develop legend categorizing trail uses and amenities.
      1. On-site amenities including bathrooms, boat launches, camping sites, equipment rental, parking (capacity for cars & trailers (boat & camping)), picnic areas (grills, tables, pavilions (reservation required or not) and trash receptacles, and points of interest (ie. historic points, scenic views)
      2. Off-site amenities including boat launches, equipment rental, food, lodging, points of interest (ie. attractions, farmer's market, historical places, museums, etc.), and shopping in close proximity to the trail.
    - iii. Develop trail descriptions based on information provided by trail entities.
      1. To be assisted by CREDC and CCPDP
    - iv. Appropriate link to amenity information, trail entity information, etc.
    - v. Ability to feature upcoming trail events (ie. 5K, dice run, hunting season, etc.) which will impact desire to use trail
    - vi. Develop map user guide to include: disclaimer, how to use the map, how to print the map, download map for on trail use, etc.

- vii. Work with CCVB to develop day trip itineraries featuring at a minimum a trail, attraction and restaurant.
            - 1. To be assisted by CCDPD, CREDC, and CCVB
  - c. Collaborate to establish location of necessary informational links.
    - i. Information collected which does not currently reside on an existing webpage including but not limited to day trip itineraries, trail etiquette, images, etc.
  - d. Create a downloadable phone application to utilize interactive map with ability to download the map to device for the ability to use off-line.
- 4 Marketing and Promotion
  - a. Work in coordination with CCPDP and CREDC to roll out the project through means of a press conference, press release, marketing event, etc. to showcase the online trail map, app, and website.
- 5 Map Maintenance
  - a. Provide a detailed set of instructions on how to update and maintain the map as well as provide training to appropriate staff.
  - b. Develop protocol for trail entities to submit updated trail data for map maintenance (this should be similar to data submission for development of the map).
    - i. To be used in the event of trail closure, modifications to trail, new trail, etc.
  - c. Pricing of ongoing costs associated with maintaining the map.
    - i. Including by not limited to hosting, service fees, maintenance, etc.

**Final Deliverable**

The final project deliverable will be a comprehensive interactive web-based map with phone application including trail systems and surrounding amenities.

Final control of the map, as well as any other relevant documents prepared during the project process are to be delivered to the CREDC & CCDPD.

*This Scope of Work is by no means “locked in.” Assuming the consultant understands where we are and where we are trying to go, we welcome other methods of study that we may not have included in the Scope of Work that can lead us to fulfilling our objectives.*

**Project Timeline & Budget**

CCPEG envisions that this project should be able to be completed within a nine-month timeframe. CREDC envisions a start date in the spring of 2023.

Month from Project Inception

	1	2	3	4	5	6	7	8	9
Hire Consultant	■								
Project Initiation	■								
Data Collection & Analysis	□	□	□	■					
Inventory of Available Data		□	□	□	■				
Create GIS Trail Network Database			□	□	□	□	□	■	
Final Map Production				□	□	□	□	□	■
Market & Promote Launch of Updated System									■
Map Maintenance Training									■

□ Task in Progress  
 ■ Task Completed

The project budget is not to exceed \$100,000.



## GENERAL TERMS AND CONDITIONS

### SECTION 1: INSTRUCTIONS

- 1.1. RFP - The services that are required herein are not subject to formal competitive bidding under Section 103 of New York State General Municipal Law. CREDC Purchasing Policy rules in this case require selection of a contractor through a Request for Proposal process.
- 1.2. CREDC encourages all qualified applicants, including Minority-Owned Business Enterprises, Women-Owned Business Enterprises, Small Business Enterprises and Disadvantaged Business Enterprises, to partake in the solicitation of these and all other services. The successful proposer must be an Equal Opportunity Employer.
- 1.3. CREDC is exempt from all Federal and State taxes.
- 1.4. Insurance shall be in place prior to execution of the agreement and shall be up to date and maintained for the contract term. It is preferred that you attach samples or original certificates of insurance along with your proposal.
  - Within (5) five days receipt of the notice of award the proposer shall supply up-to-date certificates of insurance. Certificates may be e-mailed to the insurance department representative at the following email address: wursterr@chqgov.com.
  - Failure to do so may be cause for CREDC to declare a proposal non-responsive, with the result that the award may go to the next highest scoring proposal.
- 1.5. The successful proposer must obtain CREDC approval prior to utilizing a subcontractor in order to perform the requirements of this RFP.

### SECTION 2: SUBMISSION OF PROPOSALS:

Sealed proposals containing 3 physical copies of the proposal, and one electronic copy on a flash drive, shall be submitted to the Chautauqua Region Economic Development Corporation, 214 Central Avenue Suite 144, Dunkirk, New York, 14048 by ***February 20, 2023 at 3:30p.m.***

Please include the following information on the front of the sealed envelope:

<b>Attention:</b>	<b>Rebecca Wurster, Planning Coordinator</b>
<b>Proposal No:</b>	<b>RFP-1-23 PLAN</b>
<b>Title of Proposal:</b>	<b>Chautauqua County Outdoor Recreation &amp; Amenities Map</b>



Any proposals, or unsolicited amendments to proposals, received after the due date and time specified on the cover page may not be considered in the review process. No faxed or emailed documents will be accepted. CREDC takes no responsibility for any third party error in the delivery of the applications (e.g., U.S. Post Office, Federal Express, UPS, courier, etc.).

PDF document will be requested by e-mail after all proposals have been opened.

- 2.1 No proposal will be considered which is not accompanied by pricing information for services to be rendered, and all proposals shall be signed by an authorized individual.
- 2.2 Confidential, trade secret or proprietary materials as defined by the laws of the State of New York must be clearly marked and identified as such upon submission. Proposers intending to seek an exemption from disclosure of these materials under the Freedom of Information Law (NYS Public Officers Law, Sections 84-90) must request the exemption in writing, at the time of the submission of the materials, setting forth the reason for the claimed exemption. In addition, the proposer must mark each page of its submission on which there appears any material claimed to be protected as confidential or proprietary with the following legend, in boldface, capital letters at the top of each page: “THE PROPOSER BELIEVES THAT THIS INFORMATION IS PROTECTED FROM DISCLOSURE UNDER THE NEW YORK STATE FREEDOM OF INFORMATION LAW”. Acceptance of the claimed materials does not constitute a determination on the exemption request, which determination will be made in accordance with statutory procedures.

### **SECTION 3: MODIFICATIONS OR WITHDRAWAL OF PROPOSAL:**

- 3.1 Questions about or requests for clarification of an item for this RFP must be submitted in writing to Rebecca Wurster, Planning Coordinator at wursterr@chqgov.com. Questions must be submitted prior to the date on the front of this solicitation. CREDC responses will be submitted to all parties in the form of an Addendum to the original RFP, receipt of which must be acknowledged with each proposal submission.
- 3.2 **Other than the contact person identified in the proposal, or their designee, prospective proposers shall not approach CREDC employees or associated organizations during the period of this RFP process about any matters related to this RFP or any proposals submitted pursuant thereto.**
- 3.3 A proposal that is in the possession of CREDC may be altered by a sealed letter bearing the signature or name of the authorized person, provided it is received PRIOR to the date and time of the proposal due date. Fax, email, telephone or verbal alterations will not be accepted. A proposal that is in the possession of CREDC may be withdrawn by the proposer up to the time of the proposal due



date. Failure of the successful proposer to furnish the service awarded, as a result of this Request for Proposal, may eliminate the proposer from the active vendors list for a period of time as determined by the Manager.

#### **SECTION 4: EVALUATION CRITERIA:**

- 4.1 CREDC reserves the right to seek any clarifications needed to determine the most qualified submittal and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of a proposer's proposal and/or to determine compliance with the requirements of the solicitation.
- 4.2 **Alternatives/Value-Added Considerations:** The Proposer may include items not specified in this RFP in their proposal in which the vendor feels can be pertinent to or an added benefit to the services requested. All such alternatives must be listed separately from the proposal and the cost thereof must be separated and itemized.
- 4.3 A contract may be awarded to the proposer whose proposal achieves the highest evaluation score by the evaluation committee and not solely on the basis of price.
- 4.4 Unless otherwise specified in the solicitation, every offer is firm and not revocable for a period of sixty (60) days from the due date of the proposals.
- 4.5 Evaluation will be performed to determine the proposers understanding of work to be performed, technical approach, potential for completing the work as specified herein, cost reasonableness, the probable cost to CREDC, and ranking with competing proposers.

#### **SECTION 5: PROPOSAL FORMAT AND SUBMITTALS:**

- 5.1 CREDC requests that the following format be followed when submitting your proposal:
  - ✓ **The title page:** RFP Subject, name of proposer, address, telephone, email address, contact person and table of contents.
  - ✓ **Qualifications:** List of qualifications and experience to carry out the requested services. Qualification to do business in NYS, number of years in business and length of experience. Limit this to two (2) pages maximum.
  - ✓ **References:** Include at least two references from supervisors of previous projects. Provide a list of municipal clients whom you have had past projects with that are of similar size and quality.
  - ✓ **Plan Implementation:** This is the scope of services in terms of the proposer's plan to carry out the requested services. Limit of a total of 6 pages maximum.
  - ✓ **Cost Proposal Section:** This shall include *all costs* associated with the proposer's plan to carry out the requested services as specified. Any cost proposal forms furnished by CREDC must be included in this section. Alternatives must be separated and itemized.

- ✓ Mandatory Documents: Please use the Response Checklist when submitting your proposal.
- ✓ Page Limit: The combined technical approach, qualifications, experience, and references sections of the proposal is limited to 20 pages.

## **SECTION 6: PREPARATION OF PROPOSAL**

- 6.1 In case of error in the extension of prices in the proposal, unit prices will govern, where applicable.
- 6.2 Proposers are expected to examine special provisions, the scope of work, schedules and instructions included in this Request. Failure to do so will be at the proposer's risk
- 6.3 CREDC will not reimburse proposers for any costs associated with the preparation and submission of any proposal, or for any travel and/or per diem costs that are incurred.

## **SECTION 7: PROPOSER QUALIFICATIONS:**

- 7.1 CREDC shall have the right to take such steps as it deems necessary to determine the ability of the proposer to perform obligations under the contract, and the proposer shall furnish to CREDC all such information and data for this purpose as may be requested.

## **SECTION 8: AWARD AND CONTRACT INFORMATION:**

- 8.1 The proposer agrees that should their firm be awarded a contract, proposer will not discriminate against any person who performs work hereunder because of age, race, color, sex, creed, sexual orientation, national origin, or disability.
- 8.2 The proposer expressly warrants to CREDC that it has the ability and expertise to perform its responsibilities hereunder and in so doing shall use the highest standards of professional workmanship.
- 8.3 CREDC reserves the right to reject any or all proposals, to waive any informality or technical defect in the proposals, or to award the contract in whole or in part, if deemed to be in the best interest of CREDC to do so. Explanations of CREDC decisions shall not be required except as otherwise provided by law.
- 8.4 The successful proposer will be required to enter into and sign an Agreement or an Agreement of Services (Contract) with CREDC with reasonable adjustments acceptable to CREDC. This RFP and the response of the successful proposer may become a part of the Contract and will be in effect for the duration of the contract. The Contract language will control over any conflicting language contained within this RFP.
- 8.5 The successful proposer will not commence any work, which could be billed,



until a valid Contract has been executed by both the proposer and CREDC.

**SECTION 9: CONTRACT TERM:**

**9.1 Contract Term:** CREDC intends to enter into a (1) year contract with the awarded Consultant. The contract shall begin on or about March 1, 2023 and end on February 29, 2024.