

**Project: Public Relations and  
Communication Services**

**Date: January 4, 2022**

**RE: Addendum #1  
# of 4  
Pages:**

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**The following revisions/clarifications are hereby made to the Request for Proposals for the Public Relations and Communication Services, dated December 3, 2021.**

1. In the original Request for Proposals document, Section V. Proposal Format and Contents, Sub-Section A, reads: “The Proposal must: Be printed on 8½” x 11” paper.”

This is hereby amended to: “The Proposal must: Be formatted to size 8½” x 11” paper.”

To be clear, no paper copy must or should be submitted.

2. In the original Request for Proposals document, Section VI: Information Required, Sub-Section C: Required Attachments, part 1) reads “...\*In addition to the copy required to be included in each bound Proposal, Proposers must additionally provide one (1) unbound, completed original, with ink signatures, of the NYS Standard Vendor Responsibility Questionnaire and SFL 139 Form 1.”

The above-quoted text following the asterisks is hereby removed. To be clear, no paper copy must or should be submitted.

**The following are BPCA’s responses to questions received in accordance with section III.**  
Answers to all question are shown in Italics immediately after the question.

1. Is there a conflict if the proposer is a public outreach subconsultant on teams working on other Battery Park City Authority initiatives?  
*The Authority is unable to determine if a conflict of interest exists without full disclosure of all relevant information. Any proposer with potential concerns over a conflict of interest should include information about this in their proposal.*
2. Who is running and doing the social posting?  
*We currently manage content and posting internally. Per Exhibit A: Scope of Work of the RFP, the selected Proposer will be expected to “Offer guidance on strategy and content for the organization’s social media presence including Facebook, Instagram, and Twitter accounts.” The accounts and actual posting of content will be managed by BPCA staff.*
3. Are there on going events lists?  
*BPCA offers programming and events throughout the year during all seasons. Our latest Winter calendar is available [here](#). Our website [blog posts](#) will also provide a sense of the*

*type of recent activities and initiatives offered in Battery Park City. Please reference our [Strategic Plan](#) for a sense of ongoing BPCA priorities and initiatives.*

4. What is the target audience?  
*While target audiences may vary depending on the topic, generally our audiences are New York State and New York City stakeholders, including residential and commercial tenants, visitors, elected officials, cultural institutions, etc.*
5. What are the specific goals; Brand Awareness?  
*Please refer to the Scope of Work provided in the RFP.*
6. Event attendees? Do they have member perks?  
*Battery Park City Parks Programming organizes hundreds of events free and open to the public throughout the year. All are invited to attend. No membership is required and BPCA does not operate any sort of membership system or rolls.*
7. Does BPCA work with any other charities/nonprofits?  
*The Battery Park City neighborhood is host to various organizations including cultural institutions and museums and has worked with charities and nonprofits over the years.*
8. If prime is M/WBE does that count towards meeting goal?  
*Yes, a Proposer's M/WBE status can contribute to the contract's participation goals, provided the Proposer is an Empire State Development certified M/WBE.*
9. Do subs have to carry same insurance as prime? Ex: Data  
*Insurance requirements for sub-contractors can be found in Section VII.C. for the original Request for Proposals document.*
10. Will subcontractors need 3 references as well?  
*References are not required for sub-contractors, however they may be included in the proposal.*
11. What is the onsite requirement if any?  
*While a full-time onsite presence is not currently necessary, the expectation is that the consultant will be available and on-call as needed.*
12. Can you please confirm if you only would like electronic submissions? The RFP states on page 3 that hard copies will not be accepted, but then on page 6, the RFP ask for an unbound, completed original copy, with ink signatures.  
*Please see clarifications #1 and #2 above. Proposals are to be submitted electronically via email, per the procedures laid out in Section VI.D. Submission of Proposals.*
13. Does BPCS currently have an agency of record? Will they also be participating in the RFP?  
*Battery Park City Authority does not currently have an agency of record.*

14. How many major events/activations/festivals would you like the PR team to support in 2022? Can you please share programming with the largest priority?  
*BPCA organizes and participates in various events throughout the year including Earth Day, NYC Climate Week, River & Blues concert series, various temporary art installations, etc. Overall, there are roughly 1,000 programs and events throughout the year with around 20-40 major events, programs, or permitted events which are generally in the warmer months. Under the proposed new contract, BPCA is looking to promote both its own programs and events as well its green initiatives, sustainability work, and other strategic projects.*
15. Pre-Covid, what was the biggest challenge in attracting consumers and media coverage?  
*As part of a dynamic city there are many competing interests and expectedly noteworthy news which can make it difficult for hyper local initiatives to break through to targeted audiences.*
16. What percentage of the contract will be devoted to economic development vs. pr?  
*This contract is for Public Relations and Communication services as outlined in the scope of work provided in the RFP.*
17. Does BPCA currently have a social media team? In what capacity with the new agency be executing social media vs consulting?  
*Social media posts are managed by BPCA staff. As articulated in the scope of work, the consultant will be expected to offer guidance on strategy and content for the organization's social media presence including Facebook, Instagram, and Twitter accounts.*
18. Can you please share your desired media relations coverage of local vs regional vs national?  
*Desired media coverage will vary depending on the topic or issue at hand though we expect there to be opportunities for international and national exposure, as well as enhancing coverage within NYC and NYS.*
19. What is the current relationship with Brookfield Place and what percentage of coverage should be dedicated to its programing/shops/activations?  
*As an anchor commercial tenant, Brookfield plays an integral role in ensuring BPC remains a vibrant public space for residents and visitors and we are open to any potential opportunities to collaborate with local partners. The scope of this RFP is primarily focused on initiatives led by the Battery Park City Authority. For the avoidance of doubt, BPCA is not directly responsible for the promotion of Brookfield Place programming, shops or activations.*
20. What top 3 talking points would you like to ensure are in all coverage of BPCA?  
*BPCA's priorities for the future are outlined in our recently released [Strategic Plan](#) and include fostering an inclusive community that is safe and protected from climate change*

*impacts, while remaining a vibrant public space and global leader in sustainable development.*

21. Can you further describe your target market demographic?

*See # 4.*

22. Can you please share a budget range for a retainer, out-of-pocket, events/activations? If not, can you please provide the budget spent on the above tactics during 2019?

*The BPCA budgets, including the fiscal year 2019 budget, can be found on the Authority's website here; <https://bpca.ny.gov/public-information/>.*

23. Do you pay influencers? If so, can you please provide a budget range?

*The Authority has not worked with influencers in the past.*

24. Will Women-Owned businesses and Minority-Owned businesses receive preferential scoring?

*All Proposers will be scored according to the Section IX:C of the Request for Proposals document. Per that section, 10% of the Technical Score will be based on each Proposers' response to the Diversity Practices Questionnaire in Exhibit B.*

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By signing the line below, I am acknowledging that all pages of the addendum have been received reviewed and understood, and will be incorporated into the bid price submitted. This document must be attached to the proposal for consideration.

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

Number of pages received: \_\_\_\_\_ <fill in>

Distributed to: All present and all prospective Proposers