Request for Proposals
Design and Layout Services for Erie Canalway National Heritage Corridor
Junior Ranger Youth Activity Booklet

1. **INTRODUCTION**

**Purpose**

The Erie Canalway National Heritage Corridor (“ECNHC”), and its non-profit affiliate Erie Canalway Heritage Fund, Inc. (“ECHF”), seek proposals from a qualified consultant (“Provider”) to provide design and layout services for a Junior Ranger youth activity booklet. The content for this Junior Ranger booklet is currently in development by staff of the ECHF and New York State Canal Corporation.

The completed activity booklet is anticipated to be +/- 20-25 pages, 8.5” x 11”, full color double-sided, and staple bound. The Junior Ranger booklet will be available as a downloadable PDF and as a hard copy to be picked up at multiple sites within the National Heritage Corridor. The final booklet should be visually appealing, fun and educational for ages 5-13, and encourage youth engagement and learning about the Erie Canal.

ECNHC works in partnership with the New York State Canal Corporation to develop educational materials and programs through a joint initiative, the Erie Canal Learning Hub (eriecanalway.org/learning-hub). The Junior Ranger booklet will be made available and promoted as part of the Learning Hub.

**Background: Erie Canalway Heritage Fund, Inc./ Erie Canalway National Heritage Corridor**

In 2000, the United States Congress established the Erie Canalway National Heritage Corridor to recognize the national significance of the Erie Canal. The Erie Canalway Corridor (“Corridor”) encompasses the 524 miles of the navigable New York State Canal System, including the Erie, Cayuga-Seneca, Oswego, and Champlain Canals, and their historic alignments. There are more than 230 communities in 23 New York counties with over 3.2 million residents within the 4,834-square-mile National Heritage Corridor.

The mission of the ECNHC is to plan for, encourage and assist historic preservation, conservation, recreation, interpretation, tourism, and community development throughout the Corridor in a manner that promotes partnerships among the Corridor’s many stakeholders, and reflects, celebrates and enhances the Corridor’s national significance.

The ECNHC leverages its unique assets to revitalize and advance the entire region. Working in partnership with agencies, organizations and communities, ECNHC promotes the Corridor as a world-class tourism destination, showcases and preserves the region’s cultural history and superb recreational resources, and offers exceptional educational experiences for area schools and visitors.

The Erie Canalway Heritage Fund, Inc. is a 501(c)(3) tax-exempt nonprofit organization that works hand-in-hand with the federally-appointed Erie Canalway Commission.

**Background on Junior Ranger Program**

The Junior Ranger program is an initiative of the National Park Service (NPS). It is an activity-based program conducted in almost all parks and in many national heritage areas like the ECNHC. Junior Ranger booklets
include a series of activities for youth to complete during a visit, share their answers with staff, and receive an official Junior Ranger patch and certificate. Junior Rangers are typically between the ages of 5 and 13, although people of all ages can and are encouraged to participate.

**Contract Term**

It is anticipated that work will begin in September 2024 and conclude no later than June 30, 2025 (unless otherwise mutually agreed upon).

**Minimum Qualifications**

Companies submitting bids should have sufficient and demonstrated experience providing the requested services. If sub-contractors will be used, please indicate those components of the contract that they will fulfill and qualifications of team members.

2. **SCOPE OF WORK**

The following tasks will be completed by the Provider, in consultation with ECHF. Proposals must provide a detailed outline for fulfilling the primary tasks of this project.

**Task 1: Planning and Collaboration**

- Work collaboratively with ECHF staff to complete the design and layout of the Junior Ranger booklet, including text and graphics. ECHF will provide content files in Word, Excel, and graphic files.

- The provider will be expected to attend a project kickoff meeting to discuss content and design concepts. ECHF maintains examples of Junior Ranger booklets and other youth educational materials that may serve as valuable references to assist the Provider with visioning for the project deliverables.

- The Provider will share initial design concepts with ECHF for feedback and approval. Following full layout and design, ECHF expects to have opportunities for at least two rounds of copy edits/revisions.

- Because the booklet will become part of the Erie Canal Learning Hub, it is also subject to review and approval by the New York State Canal Corporation. ECHF staff will be responsible for obtaining review and approval by necessary parties.

**Task 2: Design and Layout**

- Create artwork and graphics to ensure a fun, engaging, and appealing Junior Ranger booklet. To the greatest extent possible, ECHF will provide photographs, images, and graphics for inclusion, but most diagrams and activities will need to be redesigned for consistency and appeal to the intended audience. We anticipate the need for approximately 10-15 small to medium sized graphics. The provider will also create a full-page Certificate of Completion.

- Booklet Specs: +/- 20-25 pages, 8.5” x 11”, full color, double-sided, and staple bound. The Junior Ranger booklet will also be available as a downloadable PDF document.

- The Junior Ranger booklet must incorporate the ECNHC’s identity/brand guidelines. While it may incorporate other text and graphic elements, the final product must appear to be “in the family” of educational materials offered by ECNHC.
Task 3: Printing and Delivery of Final Files

- Provide recommendations and solicit bids from three (3) printing companies. The Provider will send print-ready files to the selected printer on or before May 15, 2025.

- Final files must be delivered to ECHF in both InDesign and PDF formats at the conclusion of the project on or before June 30, 2025 (unless otherwise mutually agreed upon).

3. PROJECT DELIVERABLES

The final Erie Canalway Junior Ranger Youth Activity Booklet will be due to the ECHF no later than June 30, 2025 (unless mutually agreed upon, in writing).

4. PROPOSAL FORMAT AND CONTENT

Please include the following information in your response. ECHF reserves the right to disqualify a proposal that does not include all the information required below. The narrative should be as specific as possible.

- Organizational information including name, mailing address, telephone numbers, and primary contact.
- Statement of Qualifications, including those of proposed subcontractors.
- Brief description and samples of artwork and graphics from similar projects.
- Itemized costs for all project deliverables, and any sub-firms included.
- Proposed schedule of implementation and milestones of deliverables.
- Proposed payment schedule (no more than monthly).

5. CRITERIA FOR EVALUATION OF PROPOSALS

General

Each proposal will be evaluated using the criteria for selection set forth below (not necessarily in priority order):

- Proven success on previous design and layout projects similar in scope to this Junior Ranger booklet project.
- Overall approach to work plan and timeline.
- Total cost and detailed fee schedule.
- Demonstrated record of experience and capability.
- Availability of the lead person(s) and other staff who would be assigned to provide services.
- Overall completeness, clarity, quality and responsiveness of the proposal to the RFP.
- Ability to meet other project requirements including NYS minority- and women-owned business enterprise (M/WBE) and affirmative action requirements.
- Overall best value of proposal.
6. **ADMINISTRATIVE SPECIFICATIONS**

The Erie Canalway Heritage Fund, Inc. retains all rights to proposals submitted.

**Method of Payment**

Submittals should include requested payment milestones and amounts.

**Inquiries and Additional Information**

Please direct inquiries and requests for additional information by **July 15, 2024** to:

Patrick Stenshorn, Education Program Manager  
Erie Canalway Heritage Fund, Inc.  
P.O. Box 219  
Waterford, NY 12188  
(518) 237-7000 Ext. 220  
patrick_stenshorn@eriecanalway.org

Questions and answers will be consolidated and provided to all vendors during the week of July 22, 2024.

**Proposal Submission**

All submitted proposals are due by **4:00 pm EST, July 31, 2024**, via email to

Patrick Stenshorn, Education Program Manager  
patrick_stenshorn@eriecanalway.org

**Schedule of Key Events and Key Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>July 1, 2024</td>
<td>Release of RFP</td>
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<tr>
<td>July 31, 2024</td>
<td>RFPs must be received by Erie Canalway Heritage Fund, Inc. by 4:00pm</td>
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<tr>
<td>August 30, 2024</td>
<td>Target date to notify selected Provider</td>
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<tr>
<td>September 2024</td>
<td>Work on Project authorized to begin <em>(estimated)</em></td>
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<tr>
<td>May 15, 2025</td>
<td>Digital files conveyed to printer</td>
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<tr>
<td>June 30, 2025</td>
<td>Project completion and project deliverables submitted to ECHF on, or before</td>
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