

71580

TO: Board of Acquisition and Contract

FROM: Hugh J. Greechan, Jr., PE
Commissioner of Public Works and Transportation

DATE: September 10, 2019

SUBJECT: Authority to Enter into Agreement No. 19-924 in the matter of Consulting Services for a Community Engagement Program for a Supplement to the Airport Master Plan, Westchester County Airport, Towns of Harrison and North Castle and Village of Rye Brook, New York, for a term from October 1, 2019 to December 31, 2020, for an amount not to exceed \$248,149.28 payable pursuant to an approved budget and subject to budget appropriations.

Consultant: Arch Street Communications, Inc. (WBE/DBE)
Agreement Amount: \$248,149.28

Subconsultant Approval: Morales Communications, LLC (MBE)
Front Line Consulting, LLC (SDVOB)

Authority of your Honorable Board is requested for the County of Westchester (the "County") acting by and through its Department of Public Works and Transportation (the "Department") to enter into Agreement No. 19-924 (the "Agreement") with Arch Street Communications, Inc. (the "Consultant"), a WBE and DBE firm, 31 Mamaroneck Avenue, Suite 400, White Plains, New York 10601, in connection with Consulting Services for a Community Engagement Program for a Supplement to the Airport Master Plan, Westchester County Airport (the "Airport"), Towns of Harrison and North Castle and Village of Rye Brook, New York, for a term from October 1, 2019 to December 31, 2020, for an amount not to exceed \$248,149.28 payable pursuant to an approved budget and subject to budget appropriations. The services to be performed by the Consultant shall include, but not be limited to: development of a community engagement program increasing opportunities for people to meaningfully participate in and contribute to the planning process; encouraging participation from a wide cross section of interests; keeping people informed and educating them about the Airport and the supplemental Master Plan development process; using appropriate traditional and non-traditional outreach techniques (pop-ups, online meetings, surveys, workshops, etc.); contributing to transparency in the planning process; creating an environment where people with differing viewpoints can share ideas, opinions, and perspectives respectfully; creating an environment where people can be heard and listened to; managing the expectations of participants; and other consulting services as directed by the Commissioner of the Department.

The County Executive has made a commitment to look at the Airport's operations and their impacts and develop a new vision for the Airport based on greater participation of the public. As part of that commitment, the County wishes to supplement the Master Plan with additional analysis of the Airport, particularly with respect to the physical conditions of the Airport property, buildings and infrastructure, additional analysis of noise and other impacts of the Airport, and the local and regional economic impact of the Airport. The supplement will also explore additional alternatives for improved safety and performance and reduced environmental impacts.

In accordance with Section 6 of the County's Procurement Policy and Procedures, the services described above were posted on the County's website on May 30, 2019 where interested entities responded by July 1, 2019. There were a total of five (5) proposals submitted from Fitzgerald and Halliday, Stokes Creative Group, Kimley Horn, Arch Street Communications, Inc. and Nicholas and Lence. The responders submitted the following proposed fee amounts: Fitzgerald and Halliday (\$237,140.17), Stokes Creative Group (\$273,499.19), Kimley Horn (\$411,640.00), Arch Street Communications, Inc. (\$248,149.48), and Nicholas and Lence (\$116,700). The proposals were reviewed by the Selection Committee and scored on a number of criteria and the two highest scoring proposals were invited to make a presentation to the Committee to arrive at the successful firm. The following responders: Arch Street Communications, Inc. and Fitzgerald and Halliday, gave presentations to the Selection Committee. Arch Street Communications, Inc. was chosen as they presented a more creative approach that was better tailored to our local communities and stakeholders. Arch Street's local knowledge and experience will enable them to better translate the technical aspects of the aviation and environmental matters for public understanding and feedback integration.

Funding for the work to be done this year has been appropriated in the Airport's 2019 operating budget. Additional years' work will be conditioned on subsequent appropriations. All of the funding for this contract would come from the Airport Special Revenue Fund. There would be no impact on the tax levy or any liability to County general funds.

The goal and objective of this Agreement is to develop a program to engage stakeholders and the public at large in order to provide input to a supplement to the Westchester County Airport Master Plan.

In addition, the Consultant has requested the utilization of the following subconsultants: Morales Communications, LLC, a MBE firm, for Marketing Support Services, 7 Arch Street, Pawling, New York 12564; and Front Line Consulting, LLC, a SDVOB firm, for Outreach and Technical Support Services, 23 West 36th Street, 5th Floor, New York, New York 10018.

The proposed has been reviewed and is judged to be responsive to the task at hand.

The Department will track scheduling and accomplishments by the Consultant and perform on-site inspections to ensure the successful completion of this project.

I recommend adoption of the attached proposed Resolution.

HJG/JA/as

RESOLUTION

Upon communication from the Commissioner of Public Works and Transportation, be it hereby

RESOLVED, that approval is hereby granted for the County of Westchester (the "County") acting by and through its Department of Public Works and Transportation (the "Department") to enter into Agreement No. 19-924 (the "Agreement") with the firm of Arch Street Communications, Inc. (the "Consultant"), a WBE and DBE firm, 31 Mamaroneck Avenue, Suite 400, White Plains, New York 10601, in connection with Consulting Services for a Community Engagement Program for a Supplement to the Airport Master Plan, Westchester County Airport (the "Airport"), Towns of Harrison and North Castle and Village of Rye Brook, New York, for a term from October 1, 2019 to December 31, 2020, for an amount not to exceed \$248,149.28 payable pursuant to an approved budget and subject to budget appropriations. The services to be performed by the Consultant shall include, but not be limited to: development of a community engagement program increasing opportunities for people to meaningfully participate in and contribute to the planning process; encouraging participation from a wide cross section of interests; keeping people informed and educating them about the Airport and the supplemental Master Plan development process; using appropriate traditional and non-traditional outreach techniques (pop-ups, online meetings, surveys, workshops, etc.); contributing to transparency in the planning process; creating an environment where people with differing viewpoints can share ideas, opinions, and perspectives respectfully; creating an environment where people can be heard and listened to; managing the expectations of participants; and other consulting services as directed by the Commissioner of the Department; and be it further

RESOLVED, that the use of the following subconsultants also be approved: Morales Communications, LLC, a MBE firm, for Marketing Support Services, 7 Arch Street, Pawling, New York 12564; and Front Line Consulting, LLC, a SDVOB firm, for Outreach and Technical Support Services, 23 West 36th Street, 6th Floor, New York, New York 10018; and be it further

RESOLVED, that the County Executive or his duly authorized designee is authorized to execute any instruments and to take any actions reasonably necessary to implement this Resolution.

Agreement No. 19-924

Account to be Charged/Credited	Fund	Dept	Major Program, Program & Phase or Unit	Object/ Sub Object	Bond Act No.	Dollars
2019	161	44	4110	4420-APDS	N/A	\$62,287.32
2020	161	44	4110	4420-APDS	N/A	\$186,861.96

Budget Funding Year(s): 2019-2020 Start Date: 10/01/2019 End Date: 12/31/2020
 (must match resolution)

Funding Source: Tax Dollars: _____ Contractor Federal I.D. No./
 State Aid: _____ Social Security No.: _____
\$248,149.28 Federal Aid: _____ Vendor No.: _____
 (must match resolution) Other: 100% Airport Special Revenue Fund Encumbrance No.: _____