

Request for Proposals for the 2011 NYC °CoolRoofs Initiative

Background Information

NYC °CoolRoofs, an NYC Service initiative, is a collaboration between the NYC Department of Buildings and NYC Service to promote and facilitate the cooling of New York City's rooftops. Working with non-profits, city agencies, building owners, NYC °CoolRoofs engages volunteers in applying white, reflective surfaces to rooftops, which reduces cooling costs, cuts energy usage, and lowers greenhouse gas emissions. In its first coating season, more than 1,600 volunteers including corporate groups, green jobs trainees, and independent citizen volunteers coated over 1 million square feet of rooftops throughout the City.

In 2011, the City of New York has signed on to complete another million square feet of rooftops between April and October. The Mayor's Fund to Advance New York City is seeking a partner organization that will secure and manage green workforce trainees for days of coating application. This green workforce partner will assist the main program manager for NYC °CoolRoofs (to be selected through a separate RFP). A detailed list of responsibilities, in the wider context of the NYC °Cool Roofs program, is included below.

City Partners

Launched in April 2009 by Mayor Michael R. Bloomberg, **NYC Service** is leading the nation in answering President Obama's call to service. NYC Service aims to achieve three goals: helping more New Yorkers connect to service opportunities more easily, targeting volunteers to address the city's greatest challenges, and promoting service as a core part of what it means to be a citizen of the greatest city in the world. To learn more visit nyc.gov/service or call 311.

The **New York City Department of Buildings** ensures the safe and lawful use of 975,000 buildings by enforcing the NYC Construction Codes, Zoning Resolution and other rules and regulations. The Department serves New Yorkers by examining and approving construction plans, issuing construction permits, performing inspections, and licensing and registering tradespeople, among other responsibilities. The Department is committed to construction safety by increasing the safety standards of the construction industry and developing new ways to improve construction practices.

The **Mayor's Fund to Advance New York City** ("Mayor's Fund") is a 501(c)(3) not-for-profit organization established to promote partnerships between the City and the private sector in an effort to strengthen public programs. By working closely with City agencies, including NYC Service, the Mayor's Fund supports innovative projects serving the needs and general welfare of New Yorkers.

Project Description

Applying white, reflective surfaces to rooftops reduces cooling costs, cuts energy usage, and lowers greenhouse gas emissions. The program supports New York City's goal to reduce greenhouse gas emissions by 30 percent by 2030, as outlined in PlaNYC - the City's comprehensive sustainability plan.

A roof with reflective coating absorbs 80 percent less heat than traditional dark colored roofs and can lower roof temperatures by up to 60 degrees and indoor temperatures by 10 to 20 degrees on hot days. This can reduce air conditioning costs by up to 50 percent in a one-story building, by 25 percent in a two-story building, and by up to 10 percent in a five-story building. Cool roofs also help combat the "urban heat island" effect; because cities like New York have greater amounts of dark surfaces, temperatures are five to seven degrees warmer than surrounding areas on an average summer day. Coating all eligible dark rooftops in New York City could result in up to a 1 degree reduction of New York City's ambient air temperature.

Project Goals:

- Engage volunteers and civic associations
- Educate, support and provide resources to buildings who wish to have their building cooled
- Provide resource to encourage homeowners to coat their own roofs ("Cool It Yourself")
- Organize corporate opportunities
- Provide real work experience to green jobs training groups in NYC

Environmental Goals:

- Reduce roof temperatures
- Reduce energy costs
- Reduce internal building temperatures
- Reduce the Urban Heat Island Effect
- Reduce carbon emissions
- Improve air quality
- Extend the lifespan of rooftops and HVAC equipment

Responsibilities & Deliverables

The Mayor's Fund seeks a well-qualified green jobs workforce training group to help us coat an additional 1 million square feet in 2011. This green workforce will report directly to the main program manager that the City will contract to manage all the logistical components of NYC °CoolRoofs 2011 ("Program Manager"). The green workforce partner will be responsible for coating 500,000 square feet from April to October 2011. The green workforce partner will also be responsible for providing supervision/management of such trainees when necessary. The responsive organization will be managed by the Program Manager that is selected for the main Cool Roofs City Contract.

NYC Department of Buildings Responsibilities:

- Co-manages program;
- Coordination between all partners; and
- Tracks program metrics such as which buildings/neighborhoods have been coated and the square footage coated.

NYC Service Responsibilities:

- Co-manages program;
- Recruits volunteers and participating building owners;
- Assists with marketing and web content development; and
- Develops corporate sponsor contacts and relationships (with Mayor's Fund).

Mayor's Fund to Advance NYC Responsibilities:

- Secure funding partners (foundation or corporate) to help cover the coating costs, the costs of the non-profit's services, or supply in-kind donations.

Program Manager Responsibilities:

- Engage neighborhood associations, nonprofits or other community organizations to identify building owners who want to coat their roofs or volunteers that would like to donate their time;
- Manage the coating activities for participating buildings;
- Contractor shall obtain a General Liability insurance policy in an amount no less than \$1,000,000 per occurrence and \$5,000,000 in aggregate, with the City of New York and the New York City Department of Buildings listed as additional insureds, to cover liability for volunteers and rooftops during coating (This policy is in addition to standard insurance required of City contractors in Appendix A, General terms for City contractors);
- Develop benchmarks for 2011 coating season;
- Develop tracking system for budgeting, volunteer numbers, inspections and square footage;
- Inspect and evaluate rooftops for inclusion in program;

- Work with NYC Service to coordinate all Totally Cool Corporate Days including ordering of materials, determining buildings location, and coordination of event logistics and overseeing of all activities during the day;
- Schedule and oversee all roof coating applications done by volunteers and green workforce (Anticipated 300,000 square feet to be done by volunteers and 500,000 square feet by green workforce);
- Coordinate with building owners, building maintenance staff and supervision of application;
- Provide technical assistance to homeowners, non profits, in selective the proper coating for their rooftops;
- Assist Green Workforce Organization in purchasing needed supplies and materials other than coating not limited to: paint brushes, squeegees, tarps, booties, buckets, safety gear (Resources for coating and materials will be provided by private funding);and
- Provide support as needed to collection and analysis of scientific data for program metrics;
- Receives sign off from building supervisors (who have been designated by the building owner) that volunteers have left the roof in good condition.

Note: Until City contract has been awarded to supporting organization, Green Work Force organization will assume the above responsibilities.

Green Workforce Organization Responsibilities:

- Work with all participating parties on coordinating and dispersing volunteers as needed.
- Assist with engagement of neighborhood associations, non-profits or other community organizations who want to coat their roofs or volunteer that would like to donate their time.
- Select a group of green workforce members to carry out coating activities (not limited to delivery of coating, training, cleaning roofs, coating roofs, supervising volunteer coating days).
- Provide support at NYC CoolRoofs events as needed.
- Work with Program Manager to train volunteers.
- Supervise coating days until the City has awarded contract for Program Manager component of NYC CoolRoofs.
- Purchase and maintain inventory of needed supplies and materials with the support of the supportive organization other than coating not limited to: paint brushes, squeegees, tarps, booties, buckets, safety gear. Resources for coating and materials will be provided by private funding.
- Contractor shall obtain a General Liability insurance policy in an amount no less than \$1,000,000 per occurrence and \$5,000,000 in aggregate, with the City of New York and the New York City Department of Buildings listed as additional insureds, to cover liability for volunteers and rooftops during coating (This policy is in addition to standard insurance required of City contractors in Appendix A, General terms for City contractors);

Timeline

Project commences upon notification of the selected organization. The selected organization must be able to begin operating April 1, 2011. The project duration will be from project beginning date until October 31, 2011.

Partner Organization Qualifications

The organization must be a registered 501(c)(3) not-for-profit organization and should have a demonstrated ability to manage all aspects of a community program.

Minimum qualifications:

- One or more years experience in New York City leading community development programs;
- Demonstrated ability to collaborate with multiple partners and City agencies;
- Experience in community engagement; and
- Organization must be a green jobs workforce training program for New York City youth. The program should offer an educational component in addition to field experience.

Desired qualifications of Organization:

- Successful previous experience running a workforce group engaged in green or sustainable practices;
- Demonstration of successful project management in New York City;
- Strong, positive presence in communities across New York City;
- Demonstrated ability to execute a collaborative, creative approach with multiple partners; and
- Demonstrated understanding of the realistic scope of the project, the possession of sufficient resources to implement the project, the ability to begin by April 1, 2011, and a comprehensive understanding of the activities and costs for implementing the project.

Budget Consideration

Interested organizations must submit a detailed program budget based on the project scope.

Selection Criteria

NYC Service and the Department of Buildings, in coordination with the Mayor's Fund to Advance New York City, will use the above-described minimum and desired qualifications as a guideline when reviewing submissions and selecting a proposal, in addition to a proposed budget NYC Service will also consider the partner organization's experience in performing similar services and working with diverse community groups.

Content of Project Proposal

Proposals should include ALL of the following information:

- Cover Letter: include a clear, concise statement of the organization's approach to the project, availability, and qualifications, specifically addressing the matters described in the following RFP sections: Project Description, Deliverables, Timeline, and Organization Qualifications;
- Detailed program budget that the organization will manage as part of this initiative. The budget should be for activities for this program only. Please note that the proposed budget must include and identify the amount the partner organization seeks to obtain in order to fulfill the objectives set forth in this RFP. The budget should detail how many corps members would be selected for this initiative.
- List of boroughs and neighborhoods in which provider can offer services
- Completed Doing Business data-form, attached as Attachment A

Submission Information

Responses must be received no later than Monday, March 21, 2011 Four (4) copies of the proposal identified by "Cool Roofs" on the envelope must be submitted. One (1) electronic version may also be submitted.

Please send physical submissions to:

NYC Service
253 Broadway 8th Floor
New York, NY 10007
Attention: Teresa Pratt

Please direct electronic submissions to:

Teresa Pratt
tpratt@cityhall.nyc.gov

Questions related to this RFP should be directed to:

Teresa Pratt 212-676-8087 or tpratt@cityhall.nyc.gov

Termination

NYC Service and the Department of Buildings, in coordination with the Mayor's Fund reserves the right to terminate this partnership at any time with written notification to the partnering organization for any reason.

Place of Performance

Partner organizations will provide support on roof tops where and when determined by the program.

Customer Ownership

All rights related to work done by the organization under this contract shall be deemed "works made for hire," as defined under the United States Copyright Act. The Mayor's Fund shall be deemed the owner of all work done under this contract.

Award Process

- Those organizations deemed to be viable may be requested to make an oral presentation in support of their proposal. NYC Service and the Department of Buildings, in coordination with the Mayor's Fund, however, reserves the right to award contracts on the basis of initial proposals received, without oral presentations; therefore, each organization's initial proposal should contain its best programmatic terms.
- The Mayor's Fund reserves the right not to award a contract to any of the organizations.
- Awards shall be made by the Mayor's Fund, in coordination with NYC Service, to the responsive and responsible organizations that make the most advantageous proposals, subject to all required approvals.