

Scope of Work

Development of a Vision Document and Related Internal Companion Implementation Document, Website and Presentation Materials for a State Park in Camden, NJ along the Delaware River

1. Project Overview

The New Jersey Department of Environmental Protection (NJDEP) seeks a qualified consultant to develop a vision document and related internal companion implementation document, website and presentation materials for a proposed State Park in Camden, NJ along the Delaware River. The vision document should outline the park's role in addressing environmental challenges and promoting community engagement. The envisioned state park with a continuous walkway path and amenities will integrate sustainable design principles to create a resilient and inclusive public space that enhances the quality of life for Camden residents. It will offer diverse recreational, educational, and cultural opportunities, while addressing environmental challenges such as climate change and urban heat islands.

2. Project Objectives

- Develop a 10-20 page vision document, internal companion implementation document, user-friendly website and presentation materials.
 - Articulate a compelling vision for a State Park in Camden along the Delaware River.
 - Vision should be shown through sustainable and innovative design using artist renderings and pictures, aerial imagery, and/or graphical representation with concise narratives.
 - Ensure that the park's design and development are sustainable and resilient to climate change, flooding, and the urban heat island effect.
 - Promote the park as a destination for recreation, relaxation, environmental education and community culture and engagement.
 - Communicate the park's vision, timeline, maps, key projects and design elements understanding multiple property owner hurdles.
 - Showcase NJDEP's demonstrated success, funding, partnerships, and expertise that make them a responsible entity for taking on this State Park development.
 - The vision document should incorporate land use and environmental consideration differences for the North Camden and Cramer Hill neighborhoods as well as Petty Island.
 - The vision document should highlight how the state park will enhance connectivity and accessibility, promote outdoor recreation, and foster community engagement with residents of the North Camden and the Cramer

neighborhood in their neighborhoods and Petty Island. Further, the vision document should include how the park aligns with the goals of neighborhood stabilization, improve quality of life and support wellness.

3. Scope of Services

The consultant will be responsible for the following tasks:

- **Vision Document Development:**
 - Develop a vision statement that articulates a recreational and cultural destination for the community that incorporates protecting and restoring the natural environment.
 - Develop a vision that positions the park as a community-centric destination, emphasizing recreation, culture, and environmental stewardship.
 - Identify key design principles and sustainability goals for the park that address climate change, flooding, public access and the urban heat island effect.
 - Vision should incorporate Camden's culture, history and communities.
 - Incorporate visionary and innovative sustainable design recommendations with artist renderings that address environmental constraints including climate change, flooding, contamination, environmental constraints and the urban heat island effect.
 - Identify innovative and culturally relevant design strategies to mitigate these challenges.
 - Explore opportunities for green infrastructure, such as rain gardens and green roofs on concession buildings, public restrooms, etc.
 - Incorporate ways in which the public can enjoy the park through activities and amenities, incorporating the recreational opportunities for waterfront usage as well as kayak launches and routes.
 - Identify and propose opportunities for recreation, relaxation, and environmental education within the park.
 - Ensure the vision document incorporates elements that celebrate and preserve the cultural heritage of Camden.
 - Prepare a draft vision document for review by NJDEP, and revise based on feedback. Finalize the vision document incorporating all revisions.
- **Website Development:**
 - Design and develop a website that provides information about the park, its amenities, and recreational activities.
 - Create a user-friendly interface that is accessible to all users.
 - Incorporate multimedia content and artist renderings, and can include photos, maps and graphical design representations, to showcase the park's features.
 - Prepare a draft website for review by NJDEP and revise based on feedback. Finalize the vision document incorporating all revisions.

- Provide the website in a format that the State can host and maintain.
- **Presentation Materials:**
 - Presentation materials summarizing the vision document and website.
 - Presentation materials should include written and PowerPoint versions.
 - Written material can include pamphlets, brochures, flyers, or fact sheets.
 - Ensure that materials are available in multiple languages or formats for people with disabilities.
 - Maintain a consistent look and feel across all materials to reinforce the park's identity.
- **Internal Companion Implementation Document:**
 - Outline achievable methods for implementing the vision, including land acquisition, leasing, easements, and public-private partnerships.
 - Evaluation of acquisitions, acquisition collaborations, and opportunities for properties along the park by the private sector (e.g., for-profit housing developers, hoteliers, restaurateurs).
 - Phased approach to park development, considering factors such as: Community input, Environmental constraints and Construction timelines.
 - Identification of potential risks and challenges (e.g., environmental, financial, social).

4. Deliverables

- Final Vision Document: A document showcasing innovative and sustainable designs and strategies incorporating the recreational opportunities for waterfront usage as well as kayak launches and routes.
- Website: A fully functional and informative website supporting the vision document.
- Presentation Materials: Presentation materials summarizing the vision document and website.
- Internal Companion Implementation Document: Strategic framework for realizing the park vision through practical implementation.

5. Project Timeline

The consultant is expected to adhere to the following timeline:

- Kick-off Meeting: Within 2 weeks of contract award
- Draft Vision Document: Within 12 weeks of contract award
- Final Vision Document: Within 16 weeks of contract award
- Draft Internal Companion Implementation Document: Within 12 weeks of contract award
- Final Internal Companion Implementation Document Within 16 weeks of contract award

- Website Planning and Development: Within 12 weeks of contract award
- Website Delivery: Within 16 weeks of contract award
- Presentation Materials: Within 16 weeks of contract award

6. Qualifications and Experience

The consultant should possess the following qualifications and experience:

- Proven experience in urban planning, landscape architecture, or environmental design with a focus on sustainable and resilient projects.
- Demonstrated experience in Camden engagement and community involvement.
- Expertise in developing vision documents and strategic plans for public spaces.
- Proficiency in website design and development, including content creation and multimedia integration.
- Strong project management skills and the ability to adhere to timelines and deliverables.

7. Proposal Submission Requirements

Interested consultants are required to submit a proposal that includes:

- An executive summary outlining their approach to the project.
- Detailed methodology for developing the vision document, website and presentation materials.
- Examples of similar projects completed.
- A statement demonstrating why the Bidder is uniquely qualified to complete the scope of work, including name, title, and qualifications of personnel that will be assigned to each task who will be involved in the project.
- A detailed description of how the Bidder proposes to complete each task identified in the scope of work.
- A detailed project timeline and budget.

Consultants are required to complete and submit the following forms, along with any certificates identified below, which can be found here

(<https://www.state.nj.us/treasury/purchase/forms.shtml>):

- Ownership Disclosure Form
- Disclosure of Investigations and Other Actions Involving Bidder Form
- Disclosure of Investment Activities in Iran Form.
- Two-Year Chapter 51/Executive Order 333 Vendor Certification and Disclosure of Political Contributions for Non-Fair and Open Contracts
- MacBride Principles Certification Form
- Business Registration Certificate
- Certificate of Insurance (ACORD form)

- Source Disclosure Certification Form
- Affirmative Action Compliance
- Subcontractor Utilization Plan, if applicable
- State of New Jersey Standard Terms and Conditions (SSTC)

As noted above, Consultant is subject to the SSTC provided via the links below:

(<https://www.nj.gov/treasury/purchase/forms/StandardTermsandConditions.pdf>)

Consultant must also establish and maintain an active profile in NJSTART (www.njstart.gov), the State of New Jersey's eProcurement system. Submission of forms, as available, through NJSTART is also acceptable. It is recommended that all potential Consultants read through all Quick Reference Guides (QRGs) located on the NJSTART Vendor Support Page (<https://www.state.nj.us/treasury/purchase/vendor.shtml>) for further information.

8. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of project scope and objectives and presents an approach that would permit successful performance of the technical requirements of the RFP.
- Quality and feasibility of proposed methodology and timeline.
- Relevant experience and qualifications of the consultant team.
- Past performance and examples of similar work.
- Cost-effectiveness of the proposed budget.

9. Bidder Questions

Bidders may submit questions no later than **5:00 p.m. April 11, 2025** to

greenacres@dep.nj.gov. Responses to questions will be emailed to all Bidders and posted online on the same webpage where the RFP was posted (<https://dep.nj.gov/bids/>).

One electronic copy of the proposal must be submitted to greenacres@dep.nj.gov by **5:00 p.m. on April 30, 2025**.

10. Conclusion

The development of a vision document and website for a state park along the Delaware River in Camden, NJ, is a significant step toward creating a sustainable and inclusive public space. NJDEP seeks a consultant who can bring innovative ideas, understands the community, and deliver high-quality work to bring this vision to life. **NJDEP expects to make an award by May 7, 2025.**