

**NEW YORK STATE
DEPARTMENT OF AGRICULTURE AND MARKETS**

**Services to Support the NYS Soil and Water Conservation Committee
(State Committee) Nonpoint Source (NPS) Outreach, Education and Communications Program
within the NYS Department of Agriculture and Markets**

Application Form

**Part One: Technical Component
PLEASE ANSWER ALL QUESTIONS**

Proposer's Name: _____

ALL PROPOSERS MUST COMPLETE AND SUBMIT THIS FORM

Technical Proposal

Work Experience – service provider has demonstrated ability in meeting the deliverables listed in the scope of services. **Please provide detailed responses in the spaces provided below to demonstrate ability to meet the following scope of services:**

EVALUATION CRITERIA	POINTS
<p>Demonstrated contract experience – Proposer has experience holding state contracts specific to State Soil and Water Conservation Committee (State Committee) activities and programs.</p> <p>Please provide contract number(s) of contract(s) held with the Department and the contract time periods.</p> <p>_____</p>	10
<p>Applicant has demonstrated ability to develop, coordinate, and facilitate media events, conferences and training.</p> <p>_____</p>	5
<p>Applicant has demonstrated ability to prepare speeches, articles, presentations, press releases, talking points, sound bites and quotes.</p> <p>_____</p>	5
<p>Applicant has demonstrated ability to provide leadership to various outreach, education, and training Committee groups.</p> <p>_____</p>	5

<p>Applicant has demonstrated ability to direct distribution of outreach materials.</p> <hr/>	<p>5</p>
<p>Applicant has demonstrated ability to design, develop and maintain websites.</p> <hr/>	<p>5</p>
<p>Applicant has demonstrated ability to compose and produce the Annual Reports and other documents.</p> <hr/>	<p>5</p>
<p>Applicant has demonstrated ability to document Conservation Program accomplishments.</p> <hr/>	<p>5</p>
<p>Applicant has demonstrated ability to manage all aspects of design, and creation of publications and outreach materials from concept development, research and writing to design, layout, photography, graphics, displays, branding items, logos, and publishing.</p> <hr/>	<p>5</p>
<p>Applicant has demonstrated ability to develop, coordinate and facilitate Communications and Marketing Workshops.</p> <hr/>	<p>5</p>
<p>Applicant has demonstrated ability to train individuals to address on local level agricultural concerns.</p> <hr/>	<p>5</p>
<p>Applicant has demonstrated ability to create and compile training materials and deliver presentations.</p> <hr/>	<p>5</p>
<p>Applicant has demonstrated ability to oversee all aspects of training including preparation and distribution of agenda, outreach to general participation, and arrangements for venue, meals and branding materials.</p> <hr/>	<p>5</p>

Applicant has demonstrated ability to develop recognition award programs.	5
Applicant has demonstrated ability to implement recognition award programs, including collection and review of applications, production of award materials, coordination and publicity of event(s).	5