

## APPENDIX D

### PROGRAM WORK PLAN

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#### Planning for Development of a Statewide Underwater Blueway Trail

1. **Description of Project:**

Hundreds of shipwrecks and other submerged cultural and other physical features exist throughout New York's Great Lakes, St. Lawrence River, Hudson River, and Long Island coastal waters, and in the State's inland waterways such as the Finger Lakes and Lakes George and Champlain.

In accordance with State laws and the federal Abandoned Shipwrecks Act, New York State owns and is the steward of certain shipwrecks and other underwater resources. In this capacity the State is responsible for safeguarding these unique, often irreplaceable, and sometimes fragile resources - many of which are or represent remnants of the State's cultural heritage. The locations of some of these resources are known to recreational divers and others and are used for recreational diving. Some of these resources are sensitive to disturbances because of their historic, archaeological, or cultural significance and need to be managed to protect and preserve them, while others are not as sensitive and do not require formal protection and preservation. Certain of these resources offer excellent opportunities for recreational diving and cultural interpretation, especially those submerged resources adjacent to or near historic cultural areas. Recreational diving interests have created an unmet demand for access to these resources and an increasing need to protect them for present and future generations. Recreational diving and related interests have offered to work in partnership with the State and municipalities to develop, maintain, and protect these resources for their recreational and cultural values.

This project involves the development of a pilot project that will identify and establish Underwater Blueway Trail dive sites to promote recreational diving, tourism, and maritime and other waterfront cultural resource education in six municipalities and associated nearby waterways — the Village of Lake George and Lake George, the Village of Freeport and the Atlantic Ocean, the City of Oswego and Lake Ontario, the City of Dunkirk and Lake Erie, the City of Plattsburgh and Lake Champlain, and the City of Geneva and Conesus Lake. The dive sites identified through this project are to be thematically linked to significant events involving the settlement, heritage, and development of the State or nation, such as the Revolutionary War, War of 1812, French and Indian War, Industrial Revolution, World Wars I or II, or other historic or culturally significant events or activities associated with New York's history and settlement. The project will also thematically link Underwater Blueway Trail sites with established and new Heritage Areas, trails, preserves, greenways, and blueways, such as the New York State Blueway Trail that includes the Canal Recreationway, Champlain Paddlers Trail, Long Island South Shore Estuary Reserve Bayway, and the existing Lake George underwater preserve sites. The project is to be developed

in a manner that could serve as a model for a Statewide plan to advance public and private partnerships advancing recreational diving, tourism, and education regarding the State's cultural heritage and development in differing regions of the State.

The project involves the identification of sites in each of the project areas where the promotion of recreational diving and access to underwater resources will not lead to the destruction or loss of sensitive resources. It involves an identification of available or necessary means of accessing dive sites, an identification of the significance of the sites and their relation to landside sites or events, and will include informational signage and written products describing the sites and the Blueway Underwater Trail project. It will also include a plan for marketing the Blueway Underwater Trail in a manner that informs the public of the sites and the underwater resources that are elements of the sites and the trail, and of the importance of providing access to and protecting the sites and resources for current and future generations.

Sites identified in this project are to be identified and developed with involvement by representatives of the participating municipalities, recreational diving interests in each area, and local historic or cultural resources interests in each area. The choice of sites and the completed plan are also to reflect appropriate recommendations of any involved State agencies, such as the Departments of State, Environmental Conservation, and Education, the State Museum, and the Office of General Services, Office of Parks, Recreation and Historic Preservation, and Office of the Attorney General, each represented on the State's Ad Hoc Underwater Cultural Resources Committee.

At least one diving and upland interpretive area is to be identified, developed, or expanded for each of the six waterway areas covered by this project. The project is expected to take a minimum of two full years to complete, encompassing at least two full ordinary recreational diving seasons (May through October). New York State Coastal Resources Interpretive Program (NYSCRIP) standards and guidelines will be used for interpretive signage designed, fabricated and installed for this project, if applicable.

The Village of Lake George (the Contractor) is undertaking this project on behalf of all of the participating municipalities. The overall project will be overseen by the Village of Lake George, who will ensure that all products prepared and services provided throughout the project are acceptable to the Contractor and the Department of State's Division of Coastal Resources. The Director of the Lake George Watershed Conference will assist in initial organization and coordination among the participating municipalities, and in the selection and retention of a Project Coordinator who will undertake the scope of work identified under Section 4 of this work plan.

All consultants and subcontractors used to perform the tasks in this work plan and/or other activities funded under this grant agreement must be procured according to applicable public bidding procedures of General Municipal Law or other procurement procedures of the municipality established pursuant to General Municipal Law. Selection of each consultant and/or subcontractor must be approved in writing by the DCR prior to execution of subcontract(s).

## **2. Project Attribution and Number of Copies**

The Contractor must ensure that all materials printed, constructed, and/or produced acknowledge the contributions of the Division of Coastal Resources to the project. The materials must include the following acknowledgment:

*“This (document, report, map, etc.) was prepared for the New York State Department of State Division of Coastal Resources with funds provided under Title 11 of the Environmental Protection Fund.”*

The contributions of the Division of Coastal Resources must also be acknowledged in community press releases issued for the project. Project press releases shall be submitted to the Division for review and approval prior to release to ensure appropriate attribution.

The Contractor must submit to the Division of Coastal Resources **three copies** of all written reports and supporting graphics, final design documents, and other printed materials.

### **3. Compliance with Procurement Requirements**

The municipal attorney, chief legal officer, or financial administrator for the municipality (Contractor) shall certify to the Division of Coastal Resources that applicable public bidding procedures of General Municipal Law §103 were followed for all construction contracts involving more than \$20,000 and more than \$10,000 for purchase contracts. In the case of construction contracts involving not more than \$20,000, purchase contracts involving not more than \$10,000, and contracts for professional services, the municipal attorney, chief legal officer, or financial administrator shall certify that the procedures of the municipality established pursuant to General Municipal Law §104-b were fully complied with.

### **4. Project Components**

Task 1: Initial Project Scoping Meeting

The Contractor, the Division of Coastal Resources (DCR), project partners and any other appropriate entities shall hold an initial meeting or meetings to review the project scope, project requirements, roles and responsibilities of project partners, the selection process for procuring consultants, State Environmental Quality Review Act (SEQRA) compliance requirements, the number of public meetings and techniques for public involvement proposed for the project, and any other information which would assist in project completion. Interpretive signage for the Underwater Blueway Trail, NYSCRIP standards and requirements, and the need for related contractual services shall also be discussed. The Contractor, or a designated project partner, shall prepare and distribute to all project partners a brief meeting summary clearly indicating the agreements/understandings reached at the meeting. Work on subsequent tasks shall not proceed prior to DCR approval of the proposed approach as outlined in the meeting summary.

Products: Scoping meeting with appropriate parties. Written meeting summary outlining agreements/understandings reached.

Task 2: Subcontract Preparation and Execution, Compliance with Procurement Procedures

The Contractor shall prepare a draft subcontract or subcontracts to conduct project work with the consultant(s) selected for grant administration. The municipal attorney, chief legal officer or financial administrator of the municipality shall certify in writing to the DCR that applicable provisions of General Municipal Law were fully complied with.

Products: Draft and final, executed consultant subcontracts. Written certification of compliance with procurement procedures.

Task 3: Advertise for a Project Coordinator

The Contractor, in consultation with the DCR, shall draft an advertisement for a Project Coordinator and criteria for selecting a preferred coordinator, based on the coordinator's relevant experience related to the project including but not limited to experience with shipwrecks or underwater preserves, underwater cultural resources, and/or diving. The Contractor shall submit the advertisement, criteria for selecting a coordinator, and proposed review team members to DCR for review and approval prior to release of the advertisement. The general tasks of the project coordinator shall include:

- Assisting each cooperating municipality in initiating and undertaking their respective identification and development of sites. The project coordinator will periodically and as necessary visit and assess proposed sites and facilitate discussion and coordination among the project partners and DCR regarding all aspects of the overall project;
- Providing guidance and if necessary direction to each participating municipality to ensure a level of consistency and uniformity among the work of project partners;
- Serving as liaison between the participating municipalities, DCR and other State agencies represented on the State's Ad Hoc Committee on Underwater Cultural Resources (Departments of State, Environmental Conservation, and Education, including the State Museum; Office of General Services and Office of Parks, Recreation and Historic Preservation; and Office of the Attorney General), and soliciting input and advice from those agencies as the project is developed;
- Identifying recreational diving interests such as dive clubs and similar organizations, dive shops, dive charter owners or operators, tourism promoters, chambers of commerce, maritime museum/facility operators, and local historians and others representing cultural resources preservation and development interests that could participate in the identification and development of each site and the overall project;
- Coordinating with, informing, and soliciting input from Statewide, regional, and local recreational diving and underwater cultural resource interests that can provide assistance in identifying and developing one or more sites in each area represented by the participating municipalities;
- Coordinating site surveys and assessments and ensuring the DCR and other involved State agencies are provided with relevant information for any necessary approvals that may be required for any site identified and to be developed or expanded as part of the Underwater Blueway Trail;

- Implementing the overall pilot project, on behalf of the participating municipalities, so it can be implemented and used as a model for a Statewide Underwater Blueway Trail comprised of a network of dive sites, shore-side interpretive facilities, and means of marketing and maintaining a Statewide Underwater Blueway Trail system.

Products: Approved advertisement released through local papers, the New York State Contract Reporter, or other appropriate means. Evaluation methodology. List of review team members.

#### Task 4: Selection of Project Coordinator and Compliance with Procurement Requirements

In consultation with DCR, the Contractor and the approved review committee shall review all responses received as a result of the advertisement, and select a Project Coordinator. At a minimum, the following criteria shall be used in evaluating responses and selecting the coordinator:

- Certification or other qualification as an Open Water Diver by a governmental or industry recognized certification or qualifying entity;
- Quality and completeness of the response;
- Understanding of the scope of work;
- Qualifications, relevant experience and expertise related to the tasks to be performed, including experience/expertise in: underwater preserve sites or underwater cultural resources; marketing; program/project management; communications; resource promotion; contract administration; and/or SEQR
- Reputation for previous experience or among previous clients;
- Ability to work with the Contractor's Project Manager to complete all project tasks within the allotted time and budget.

Incomplete responses that do not address all of the requested components should not be accepted for review and consideration.

The municipal attorney, chief legal officer or financial administrator of the Contractor shall certify in writing to the DCR that applicable provisions of General Municipal Law that may apply were fully complied with.

The Contractor's procurement record and coordinator selection is subject to approval by DCR.

Products: Coordinator(s) selected and approved by DCR. Written certification of procurement procedures.

#### Task 5: Subcontract Preparation and Execution

The Contractor shall prepare a draft subcontract or subcontracts to conduct project work with the selected Project Coordinator. The subcontract(s) shall contain tasks to be completed with adequate opportunity for review at appropriate stages of project development and completion, a

payment schedule, and project costs. The subcontract(s) shall specify the coordinator's area of responsibility and expertise, and project tasks.

The Contractor shall submit the draft subcontract(s) to DCR for review and approval, and shall incorporate DCR's comments in the final subcontract(s). A copy of the final, executed subcontract shall be submitted to DCR.

Products: Draft and final executed subcontracts.

Task 6: Second Project Scoping Meeting

In consultation with the DCR, the Project Coordinator shall conduct a project scoping meeting with the Contractor to review project requirements, site conditions, and roles and responsibilities; identify new information needs and next steps; transfer any information to the Coordinator which would assist in completion of the project; and plan for community outreach. Techniques for outreach and public participation, any needed outreach materials, and key individuals and organizations that should be invited to participate in Underwater Blueway Trail planning shall be identified.

The Coordinator shall prepare and distribute a brief meeting summary clearly indicating the agreements/understandings reached at the meeting. Work on subsequent tasks shall not proceed prior to DCR approval of the proposed approach as outlined in the meeting summary.

Products: Scoping meeting with appropriate parties. Outreach plan developed. Written meeting summary outlining agreements/understandings reached.

Task 7: Project Advisory Committee

The Project Coordinator, in consultation with the Contractor, shall identify potential partners to participate on a project advisory committee to oversee all aspects of the project in cooperation with municipal officials. The committee shall be representative of project stakeholders, including representatives of State and municipal agencies with jurisdiction over project activities or the project area, and non-governmental recreational diving and historic resource organizations. A draft list of the proposed composition of the committee and its members shall be circulated to DCR for review and approval prior to establishment of the committee.

Products: Draft and final list of proposed members of project advisory committee. Project advisory committee established.

Task 8: Identification of Underwater Blueway Trail Sites

The Coordinator, in partnership with the Contractor and the project advisory committee, and in consultation with any additional agencies or stakeholders, shall identify and assess potential Underwater Blueway Trail sites, and prepare narrative and graphic descriptions of selected underwater sites appropriate for development as recreational diving, tourism, and educational attractions. The narratives shall characterize the underwater sites, resources, recreational diving conditions and any special factors associated with promotion and development of the site for recreational diving, tourism, and education. Public or private actions necessary to protect a site containing sensitive resources shall also be identified. All sites shall be accompanied by appropriate maps, charts and/or photographs depicting both the underwater sites and associated landside sites or facilities. In addition, narratives should characterize area resources associated with the water body or bodies and adjacent uplands, such as nearby public open space, historical and cultural attractions, and commercial centers that complement and/or could be linked as part of the Underwater Blueway Trail and other Blueways, greenways, and other thematic trails or corridors. The narrative and graphic descriptions shall be submitted to the DCR for review and approval. Comments shall be addressed to the satisfaction of the DCR prior to development of the final plan.

The Contractor, in consultation with project partners and existing authorities, shall ensure that certain sensitive cultural or other important resources are protected and preserved, and that sites with physical or other characteristics - such as their depth or the difficulty of diving conditions in the vicinity - that render them inappropriate for access by the public-at-large, are not identified and promoted as part of the Underwater Blueway Trail or further developed as Underwater Blueway Trail recreational diving sites.

Further, the Contractor, in consultation with project partners and existing authorities, shall ensure that personnel undertaking underwater site visits to conduct archaeology, recording, set-up, monitoring and/or other site work and activities are appropriately trained and experienced in wreck diving and/or diving at sensitive sites.

Products: Narratives and maps, charts and/or photographs of Underwater Blueway Trail sites, with special attention to the protection and preservation of sensitive and important resources, where applicable.

#### Task 9: Identification of Projects and Implementation Strategy

The Coordinator, in partnership with the Contractor, and in consultation with the project advisory committee and any additional agencies or stakeholders, shall identify and prioritize projects or other actions necessary to develop the Underwater Blueway Trail, such as:

- Construction of infrastructure implementing greenway/trail linkages;
- Development of interpretive, outreach and/or marketing materials;
- Development and installation of signage.

The Contractor shall also prepare an implementation strategy for the identified projects and development actions, including potential funding sources, project phasing, and recommended means of management of individual sites and the overall project. The strategy shall include:

- Cost estimation and responsible parties for establishment, operation and maintenance of sites;
- Identification of potential funding sources to develop, maintain and operate sites and site infrastructure;

- Identification of any necessary permits or other forms of authorization, if necessary, for dive sites and shoreside facilities;
- Identification of actions that local, State or federal agencies need to undertake to implement the plan;
- Schedules for site development;
- A marketing strategy.

The implementation strategy will describe specific steps that must be taken to achieve the desired objectives. The description shall indicate when the action(s) should be undertaken, include estimated costs, and identify responsible entities and potential funding sources. The draft description of proposed projects/actions, and draft implementation strategy shall be submitted to the DCR for review and approval. Comments shall be addressed to the satisfaction of the DCR prior to development of the final plan.

Products:           Written description of proposed projects/actions and draft strategy for implementation.

Task 10:           Draft Underwater Blueway Trail Plan

The Project Coordinator, in partnership with the Contractor, shall prepare a draft Underwater Blueway Trail Plan that incorporates the assessments and characterizations of the selected sites, and the identified projects/actions and implementation strategy. A preliminary draft of the Underwater Blueway Trail Plan will be prepared and provided to DCR and to the project advisory committee at least one month prior to undertaking public review and comment. The draft plan will include all required maps or charts, tables, and data; graphics and descriptions depicting the physical layout of proposed sites; narrative descriptions of the underwater cultural, natural, and other resources of the proposed sites; nearby land-based resources and potential trail linkages; proposed projects/actions for site development and a written implementation strategy, including site and area marketing; and any other information identified in the contract work plan and during project scoping. DCR comments will be addressed and reflected to the satisfaction of DCR in subsequent revisions of the products and a final plan.

Products:           Draft Blueway Trail Plan.

Task 11:           Public Meeting

In consultation with the DCR, public information meetings shall be conducted in each participating municipality to solicit public input on the Draft Underwater Blueway Trail Plan. The Project Coordinator shall prepare written summaries of public input obtained at the meetings and provide these to the DCR for review and comment.

Products:           Public information meeting held. Minutes/Summary of meeting prepared and submitted to the DCR.

Task 12:           State Environmental Quality Review Requirements

The Contractor and participating municipalities shall prepare all documents that may be necessary to comply with and render any necessary determinations of significance in accordance with the State Environmental Quality Review Act (SEQRA). The Contractor shall strive to ensure that the project is planned, designed, and implemented to avoid significant adverse environmental effects.

If the SEQRA lead agency determines that the plan and its implementation may have a significant adverse effect on the environment and a positive declaration is issued, a Draft Environmental Impact Statement shall be prepared. Copies of all SEQRA documentation shall be provided to the DCR.

Products: SEQRA documentation and determination(s), including, if necessary, a Draft Environmental Impact Statement.

Task 13: Final Underwater Blueway Trail Plan

The Project Coordinator, in partnership with the Contractor, shall prepare a Final Underwater Blueway Trail Pilot Project Plan, incorporating comments received from: the project advisory committee, the DCR, other involved and interested agencies, and the public during public outreach and review processes. The Final Underwater Blueway Trail Plan is subject to review and approval by the DCR.

Products: Final Underwater Blueway Trail Pilot Project Plan, including all maps, tables, data, written discussions, electronic and other information and materials.

Task 14: Procurement of Consultants

Where consultants or other contractors are needed to complete work program tasks 14-17 or any other underwater blueway trail implementation activities funded under this Grant Agreement, the Project Coordinator, in partnership with the Contractor and participating municipalities, shall prepare the necessary Request(s) for Proposals, solicit for responses, and, in consultation with the DCR, evaluate respondents and select a contractor or contractors to undertake the identified project(s) or other work.

The municipal attorney, chief legal officer or financial administrator of the Contractor shall certify in writing to the DCR that applicable provisions of General Municipal Law that may apply were fully complied with.

Each procurement record and contractor selection for work funded under this Grant Agreement is subject to approval by DCR.

Products: Consultant(s) and/or other contractor(s) selected and approved by DCR. Written certification of procurement procedures submitted for each procurement.

Task 15: Schematic Designs for Underwater Blueway Sites

The Project Coordinator, in partnership with the Contractor and participating municipalities, shall prepare or have prepared alternative schematic designs of the facility or facilities to be installed in support of each Underwater Blueway pilot implementation site. In consultation with the DCR and the project advisory committee, the Project Coordinator in partnership with the Contractor and participating municipalities shall select schematic designs as the basis for final design and engineering/construction plans and specifications for each implementation site. Final design and engineering/construction plans and specifications shall be prepared based on the selected schematic designs.

Products: Schematic design alternatives selected.

Task 16: Draft Final Designs for Underwater Blueway Sites

The Project Coordinator, in partnership with the Contractor and participating municipalities, shall prepare or have prepared draft final designs based on the selected schematic design alternatives. The draft final designs shall include all required maps, tables, data, written discussions necessary to support development of final design and construction documents. The draft final designs shall be provided to the DCR and the project advisory committee for review at least two weeks prior to the due date for comments. DCR comments must be addressed to the satisfaction of the DCR in subsequent revisions of the products and the final designs.

Products: Draft final designs and supporting materials.

Task 17: Final Design and Construction Documents for Underwater Blueway Sites

The Project Coordinator, in partnership with the Contractor and participating municipalities, shall prepare or have prepared final design and construction drawings, plans, specifications, and cost estimates for each Underwater Blueway pilot implementation site. The final designs and construction documents shall be provided to the DCR and the project advisory committee for review at least two weeks prior to any due date for comments. Final designs and construction documents are subject to approval by the DCR. These documents must be certified by an engineer, architect, or landscape architect and the appropriate seal must be affixed to these documents.

Products: Final designs and construction documents, certified by an engineer, architect or landscape architect.

Task 18: Permits

The Contractor and other participating municipalities shall prepare all necessary permit or other approval applications and obtain the required permits or approvals to implement the Underway Blueway pilot implementation sites and related work. Pre-application meetings with the DCR and the appropriate federal, state and local regulatory authorities may be required to discuss necessary permit or other approval applications for individual sites. Prior to filing, the Contractor or its consultant(s) shall submit all applications to the DCR for review and comment.

Potential permitting and approval agencies include but are not limited to:

- § federal agencies such as the United States Army Corps of Engineers;
- § the DCR, pursuant to the consistency provisions of the federal Coastal Zone Management Act;
- § other New York State agencies such as the Department of Environmental Conservation; the Office of General Services pursuant to the Public Lands Law, or similar authorization from the Power Authority (in certain areas of the St. Lawrence Seaway) or Canal Authority (in the State Canal System), in order to use or occupy certain State-owned lands or waters overlying those lands; and the Office of Parks, Recreation, and Historic Preservation or the State Historic Preservation Officer; and

agencies of a county, city, town, village, or special purpose district, including but not limited to: town boards, boards of trustees, or city councils; planning commissions, boards or departments; and/or building or health officials.

Prior to construction the Contractor or its consultant(s) shall also demonstrate that the project is in compliance with 6 NYCRR Part 502, "Floodplain Management Criteria For State Projects" by obtaining a floodplain development permit, if local regulations establish such requirements, or by submitting a signed certification, by an official authorized to enforce local floodplain management regulations, that the project complies with the requirements of the statute.

Copies of all required permits and approvals shall be submitted to DCR upon receipt.

Products: All required permits and approvals received. Written certification of compliance with floodplain management regulations, if applicable.

Task 19: Bid Process and Selection of Construction Subcontractors

After the final design and construction documents have been approved by the DCR, and where site construction or other implementation activities will require additional construction subcontractors, the Project Coordinator in partnership with the Contractor and other participating municipalities shall prepare and distribute a bid invitation or invitations to select a construction subcontractor or subcontractors. Prior to distributing the bid invitation(s), the responsible party shall submit the bid invitation to the DCR for review and comment.

The Project Coordinator in partnership with the Contractor and other participating municipalities shall select a construction subcontractor(s) from the bid respondents and shall prepare a draft contract or contract(s) to conduct the work with the selected construction subcontractor(s). Draft subcontract(s) must be submitted to DCR for review and approval. A copy of all final, executed subcontract(s) shall be submitted to DCR. The responsible party must certify to the DCR that applicable public bidding procedures of General Municipal Law were followed for the selection of all construction or other subcontractors.

Products: Executed construction subcontract(s). Written certification(s) of procurement procedures.

Task 20: Underwater Blueway Pilot Site Development

After receipt of all necessary permits and approvals, including DCR approval(s) of subcontractor procurements, the Project Coordinator in partnership with the Contractor and the participating municipalities shall undertake site development, including all construction and implementation of related projects identified in the Final Underwater Blueway Trail Plan. It is anticipated that at least one diving and one upland interpretive area shall be identified, developed, or expanded for each of the six municipalities/waterbodies covered by this project (Village of Lake George/Lake George; Village of Freeport/Atlantic Ocean; City of Oswego/Lake Ontario; City of Dunkirk/Lake Erie; City of Plattsburgh/Lake Champlain; and City of Geneva/Conesus Lake).

Once all implementation activities have been completed, the Project Coordinator shall submit a final report containing work descriptions and supporting documentation (including site photographs) to the Contractor for review and approval. When the Contractor is satisfied that site development and other implementation work is complete, the Contractor shall submit a statement of completion to the DCR for review and approval. DCR comments and suggestions must be

addressed to the satisfaction of DCR prior to submission of a Final Payment Request and paperwork to initiate project close-out.

Product: Photographs of developed sites and related projects. Statement of completion.

Task 21: NYSCRIP Signage

Upland interpretive signage, where installed in conjunction with the Underwater Blueway Trail, shall be in areas readily visible and available to the general public, and must adhere to NYSCRIP standards. The Project Coordinator, in partnership with the participating municipalities, is responsible for undertaking NYSCRIP signage development according to the established procedures developed by the DCR, described in full in the stand-alone NYSCRIP work plan available from the DCR. This work plan must be used for all interpretive signage developed and installed by the participating Underwater Blueway Trail partners and municipalities. NYSCRIP signage must be developed and installed in consultation with the DCR using approved, qualified design contractors.

Product: All products identified in the standard NYSCRIP work plan. Photographs of all installed NYSCRIP signage.

Task 22: Implementation of Outreach and Marketing for Underwater Blueway

The Project Coordinator, in partnership with the Contractor and the participating municipalities, shall undertake outreach and marketing initiatives identified in the Final Underwater Blueway Trail Plan. This is likely to include (but not be limited to) design and content development for an Underwater Blueway Trail website. Once all outreach and marketing activities have been completed, the Project Coordinator shall submit a final report containing work descriptions and supporting documentation (including site photographs) to the Contractor for review and approval. When the Contractor is satisfied that work is complete, the Contractor shall submit a statement of completion, with a copy of the final report, to the DCR for review and approval. DCR comments and suggestions on outreach and marketing materials must be addressed to the satisfaction of DCR prior to submission of a Final Payment Request and paperwork to initiate project close-out.

Product: Completed outreach and marketing materials. Website launched. Statement of completion and final report.

Task 23: Semi-annual Reporting

The Contractor shall submit or have submitted to the DCR semi-annual reports (every six months) on the form provided, including a description of the work accomplished, any problems encountered, and any assistance needed. The report may be submitted as part of a payment request.

Products: Semi-annual reports during the life of the contract.

Task 24: Measurable Results

The Contractor and/or the Project Coordinator shall work with the DCR project manager to complete a Measurable Results Form. Final payment shall not be authorized until the Measurable Results Form has been completed and filed with project deliverables.

Products: Completed Measurable Results Form.

## **5. Project Management Responsibilities**

For this project, the primary contact for the Contractor is **David Decker, Director, Lake George Watershed Conference**, or his/her representative or successor. The primary contact shall administer the grant, execute a contract with DCR, and ensure the completion of work in accordance with the approved Work Plan. Unless otherwise specified in the Project Description or under Project Components, the Contractor and/or its approved subcontractor(s) shall conduct all work as described in the component tasks.

### **The Contractor:**

- \$ will be responsible for conducting all project work in conformance with the Work Plan included in the executed contract with the DCR.
- \$ will be responsible for all project activities including drafting advertisements and proposals and managing contracts or subcontracts with others.
- \$ will certify to the DCR that the procurement record for project consultants and/or subcontractors complies with the applicable provisions of General Municipal Law.
- \$ will receive approval from the DCR for any and all subcontracts before beginning project work.
- \$ will be responsible for submission of all products and payment requests.
- \$ will be responsible for coordinating participation and soliciting comments from local government personnel, project volunteers, and the public.
- \$ will keep the DCR informed of all important meetings for the duration of this contract.
- \$ will receive approval from the DCR before purchase of any equipment.
- \$ will secure all necessary permits and perform all required environmental reviews.
- \$ will ensure that all materials printed, constructed, and/or produced reflect the Division of Coastal Resources logo, feature the Secretary of State and the Governor, and acknowledge the contributions of the Division to the project.
- \$ will ensure that all products prepared as a part of this agreement shall include the NYS Comptroller's Contract # as indicated on the Face Page of this Agreement.
- \$ will ensure the project objectives are being achieved.
- \$ will ensure that comments received from the DCR and the project advisory committee, or other advisory group or participants, are satisfactorily responded to and reflected in subsequent work.
- \$ will recognize that payments made to consultants or subcontractors covering work carried out or products produced prior to receiving approval from the DCR will not be reimbursed unless and until the DCR finds the work or products to be acceptable.

### **The Division of Coastal Resources:**

- \$ will review and approve or disapprove of subcontracts between the Contractor and others.
- \$ will participate in initial project scoping and attend meetings and when appropriate other activities that are important to the project.

§ will review all draft and final products and provide comments as necessary to meet the objectives.  
§ must approve any and all final plan, design, and preconstruction or physical implementation plans or documents if any, before construction or physical implementation may begin.