



Cornell Cooperative Extension of Ulster County
REQUEST FOR PROPOSALS
Municipal Officials Training:
Understanding Floodways — and How to Explain Them

Date: February 18, 2025

Proposal Submission: Cornell Cooperative Extension Ulster County
PO Box 667
Shokan, NY 12481

Submission Date: **Wednesday, March 18, 2026, by 4:30 pm**

Contact Persons: Project Management:
Sally Rodgers, AWSMP Education Manager
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Contracting:
Leslie Zucker, AWSMP Program Leader
Cornell Coop. Ext. of Ulster County
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Laz5@cornell.edu

It is the responder's responsibility to read the RFP specifications below.

Purpose: Cornell Cooperative Extension of Ulster County ([CCEUC](#)) is seeking proposals and quotations for the development and delivery of a one-day training for municipal officials focused on floodplain management, floodway encroachment, no-rise certification, and effective communication with residents regarding development in flood-prone areas. Training delivery is anticipated in June or July 2026.

Project Description: The training will take place over a maximum of six hours within or near the Ashokan Reservoir Watershed. Possible training venues are in Mt. Tremper (Emerson Resort) and Arkville (Catskill Watershed Corporation offices). The exact location will be determined by CCEUC. CCEUC will work with the selected consultant to determine a training date in June or July. CCEUC expects an attendance of 30-40 participants, likely made up of municipal floodplain administrators, code enforcement officers, local building department, and other municipal staff serving in the NYC Drinking Water Supply Watershed portion of Ulster, Greene, Delaware, and Sullivan counties. The session focuses on building on both the technical understanding and communication confidence of municipal officials working with residents on development in flood-prone areas.

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Participants will explore the fundamentals of floodplain and floodway function under the National Flood Insurance Program (NFIP), with particular emphasis on floodway encroachment, no-rise certification, and the limitations of regulatory tools when addressing cumulative riverine and pluvial flood risk. Engineering concepts such as hydraulic modeling and floodway conveyance will be introduced at an accessible, non-engineer level to help officials understand what no-rise analyses do, and do not, capture.

Beyond the technical framework, the training places strong emphasis on how municipal officials communicate flood risk, especially in the Catskills, where development pressures, private property rights, and flood experience intersect. Through case studies and scenario-based exercises, participants will practice explaining floodplain regulations, responding to resident concerns, and framing decisions around public safety and long-term risk reduction rather than rule enforcement alone.

This training will be offered as a technical session designed to qualify for continuing education credits, including Certified Floodplain Manager (CFM) continuing education units and Building Safety Inspectors (BSI) and Code Enforcement Officials (CEO) In-Service training hours, pending approval.

CCEUC manages a Flood Hazard Mitigation Education Program as part of its local delivery of the Ashokan Watershed Stream Management Program ([AWSMP](#)). The AWSMP is a collaboration between CCEUC, the Ulster County Soil and Water Conservation District, and the New York City Department of Environmental Protection (NYC DEP). The NYC DEP provides funding to CCEUC to deliver education programs in support of stream and floodplain management. CCEUC contracts with the Ulster County Department of Environment to support delivery of flood hazard mitigation programs.

The proposer should be prepared to meet NYC administrative requirements implemented by CCEUC. See the **Contract Requirements** section below.

For more information on the AWSMP, visit: www.ashokanstreams.org.

For more information on Cornell Cooperative Extension of Ulster County, visit: <http://ulster.cce.cornell.edu>

How to Apply:

Submit an electronic proposal and quotation to Leslie Zucker at laz5@cornell.edu, by **Wednesday, March 18, 2026, by 4:30 pm**. If submitted in person, proposals must be received no later than 4:30 p.m. on March 18, 2025, at the Ashokan Watershed Stream Management Program Office, 3130 Route 28, Shokan, NY 12481.

This RFP and proposal clarifications in response to questions will be posted at: <https://ashokanstreams.org/projects-and-funding/>

Submit all proposal questions to Leslie Zucker at laz5@cornell.edu.



Project Timeline and Estimated Selection Schedule:

- **Submit Proposal Questions:** Monday, March 2
- **Question Responses Posted:** Wednesday, March 4
- **Proposal Due Date:** Wednesday, March 18 by 4:30 pm
- **Award Announced:** After March 30
- **Contract Execution and Project Start:** April 2026
- **Training Date:** June or July 2026

Project Deliverables and Scope:

Project Coordination

The training will be developed in collaboration with AWSMP staff. The consultant will submit training materials to CCEUC for periodic review of the materials as they are progressing and will incorporate mutually agreed upon feedback. The review timeline will occur at regular intervals with the final review meeting to be completed no less than three weeks prior to the training. CCEUC will provide a secure online file sharing space for project coordination and materials. Consultant should propose a total of five virtual or in-person meetings with AWSMP staff prior to the training to discuss the agenda and presentation materials during the six weeks prior to the program. This includes developing the training content and specifics of exercises and handouts by incorporating AWSMP review comments.

CCEUC will handle facility and catering arrangements and training logistics, including advertising the training, registering participants, workshop evaluations, securing a webinar platform for live recording, and providing supplies and computer equipment to participants.

Curriculum Development & Delivery

The training should be led by a consultant or consultant team with expertise in floodplain management, NFIP compliance, floodway encroachment analysis, no-rise certification, and hydraulic modeling concepts. Presenters should demonstrate a dynamic and engaging public speaking ability. The training must include interactive lectures, and realistic exercises that practice locally relevant job skills that expose participants to a range of situations likely to be faced when communicating with residents regarding flood risk.

The training should focus on building foundational knowledge for understanding and communicating flood risk including (but not limited to) these topics:

- Overview of NFIP requirements and floodplain management principles.
- Distinction between floodplain and floodway and their hydraulic functions.
- Floodway encroachment standards and common development activities.
- No-Rise certification: purpose, requirements, limitations, and review considerations.
- Basic overview of hydraulic modeling concepts (e.g., HEC-RAS) at a non-engineer level.
- Discussion of cumulative impacts and incremental encroachment.
- Relationship between upland riverine/pluvial flooding and downstream flood risk.



- Communication strategies for municipal officials when working with residents and applicants.

Example Agenda

The following is an example training agenda. Applicants are encouraged to submit the most effective agenda that meets all learning objectives, even if the agenda differs from the example below. The selected applicant will work with AWSMP staff to finalize the educational content and agenda.

Understanding Floodways — and How to Explain Them: 9AM – 3PM Interactive Lectures

- Registration, light breakfast, Welcome & Introductions (CCEUC)
- Program start at 9 am
- Welcome & Introduction (10 min, CCEUC)
- Overview of training goals, structure and Catskills context
- NFIP Fundamentals: Floodplains and Floodways
 - Purpose and structure of NFIP
 - FEMA flood maps
 - Floodplain vs. floodway
 - Regulatory standards for floodway development under NFIP
 - Common misconceptions among applicants, property owners and officials
- BREAK (10 min)
- Floodway encroachment and no-rise certification
 - Basic overview of hydraulic modeling concepts (e.g., HEC-RAS) at a non-engineer level
 - Discussion of cumulative impacts and incremental encroachment
 - Relationship between upland fluvial/pluvial flooding and downstream flood risk
- LUNCH (40 min, CCEUC)
- Beyond the Map: Cumulative and Fluvial/Pluvial Flood Risk (45 minutes)
 - Why mapped flood risk often underrepresents real-world flooding
- Locally relevant case studies
- BREAK (10 min)
- Scenario-Based Communication Exercises
- Participants will work through realistic scenarios, such as:
 - Explaining floodway restrictions to a landowner who has flooded multiple times
 - Responding to claims of unfair treatment or “takings”
 - Framing permit denials or conditions around:
 - Public safety
 - Long-term risk reduction
 - Community-wide impacts
- Practice shifting conversations from “rule enforcement” to “risk-informed decision-making”
- Wrap up and summary of technical and communication lessons
- Evaluation and feedback
- Program end at 3:00 or 3:30 pm

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The consultant will prepare all training materials and handouts, including worksheets and slide decks, in digital format. All documents developed by consultant should be delivered to CCEUC in editable formats, including Microsoft Word, Microsoft PowerPoint, and Adobe PDF. CCEUC will print and collate materials prepared by the Consultant into a training binder for participants.

Administrative Tasks

The consultant is expected to request pre-approval for the appropriate number of CFM Continuing Education Credits through the Association of State Floodplain Managers and for Continuing Education Credits in other professions such as Building Safety Inspectors (BSI) and Code Enforcement Officials (CEO), Licensed Land Surveyors, Architects, or Professional Engineers.

The consultant will complete all administrative requirements, including submission of a W-9 form, proof of insurance, execution of a Services Agreement, and submission of periodic and final invoices with all required backup documentation. See **Contract Requirements** below.

The consultant will allow CCEUC to use instructor(s)/firm name(s), biographical information, and instructor images for advertising and marketing purposes. Materials developed for the training course will be owned by consultant with a right to use given to CCEUC and NYCDEP for non-commercial purposes.

The consultant may suggest additions and improvements to the project scope based on experience and expertise. Optional tasks with associated cost information provided in the Budget may be included in the proposal.

Submission Guidelines:

Proposal Body Format: Include the project title and header on each page of the proposal. Number pages consecutively. Describe tasks that will be completed. Describe training methods that will be used to deliver the program, proposed training format, topics to be covered and learning objectives, the contents and format of a training binder, anticipated practical exercises, and any other relevant materials or information.

Price Proposal Format: Include a detailed cost statement showing proposed project staff with titles and names, billing rates, and estimated hours to complete the scope of work. Also include an itemized listing of direct expenses or fees that are anticipated, such as travel costs, supplies, printing and materials costs, etc. The proposal may not include indirect costs or overhead.

Staff Qualifications and Samples: Provide a description of staff qualifications to deliver the program and relevant biographies, resumes of presenters. Also include a presentation or work sample of a similar project for review. If available, provide a sample video that demonstrates the proposed lead instructor delivering relevant educational content and a time stamp for the relevant portion of video. CCEUC will provide an upload link if needed.

Outcome and Performance Standards: AWSMP requires the consultant to provide proof of expertise in basic topics of local floodplain management, including NFIP required actions. This could include examples of previous successful workshops.

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Proposal Evaluation Criteria:

Proposals will be reviewed by CCEUC with input from AWSMP delivery partners and will be evaluated for: completeness, appropriateness of proposed methods, quality of presentation and slideshow, qualification of instructors and project staff, evidence of past performance, coordination with AWSMP, and cost-effectiveness.

Project Term:

The project will begin when the Service Agreement is fully executed. The term of the Service Agreement will provide time for coordination with CCEUC and preparation of materials before the training. All project work and invoicing must be completed by September 30, 2026, with no extensions allowed.

Contract Requirements:

Before responding to this solicitation, carefully review information on insurance requirements. The consultant and each of its subcontractors must provide proof of the following minimum insurance limits before the Service Agreement can be executed:

General Commercial Liability	\$1,000,000 per occurrence \$2,000,000 aggregate \$2,000,000 general aggregate
Professional Liability/Errors & Omissions	\$1,000,000 per occurrence
Personal & Advertising Injury	\$1,000,000 per occurrence
Commercial Auto Liability	\$1,000,000 per occurrence
Workers' Compensation and Disability Benefits Insurance	Statutory amounts

Information on acceptable forms of insurance certificates, additional insureds (including CCEUC and NYC), and full insurance specifications available upon request.

Contractor must complete a NYC Business Integrity Check before the Service Agreement is executed. A one-page form is provided by CCEUC.

Payment will be made on a reimbursement basis. Consultant will perform the agreed upon work at a firm fixed price. Lump sum contracts tied to deliverable milestones may be considered. Otherwise, charges are billable on a time and materials basis. Payment is issued after receipt of properly prepared invoices, the following apply: All invoices for itemized expenses must be accompanied by a progress report and documentation of deliverables and expenses acceptable to CCEUC. Personnel costs must be documented with detailed, daily tracking of labor hours and compensation certified by a supervising manager. Detailed itemized receipts must accompany all payment requests for direct expenses. Travel and meal expenses can be reimbursed at no more than the federal ([GSA](#)) M&IE rates appropriate to the travel location. Over-night travel and related expenses require pre-approval and documentation using a provided travel approval form. Rates exceeding the GSA allowable for lodging and travel require additional justification. No equipment (=>\$1,000) may be purchased with project funds. All subconsultant contracts must be approved in writing by CCEUC before execution.