

CAMERON COUNTY REGIONAL MOBILITY AUTHORITY

REQUEST for PROPOSALS

for

MARKETING AND COMMUNICATION CONSULTANT SERVICES

Release Date: July 25, 2011

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RFP TITLE: Marketing and Communication Consultant Services  
ISSUING DATE: July 25, 2011  
ISSUING AGENCY: CAMERON COUNTY REGIONAL MOBILITY AUTHORITY  
CONTACT PERSON: David A. Garcia, Assistant RMA Coordinator  
PROPOSAL DUE DATE: 4:00 P.M. CDST, AUGUST 29, 2011

## **1. Introduction**

### ***1.1 Summary of Request***

The Cameron County Regional Mobility Authority (the “Authority”) is requesting Proposals from Professional Firms interested in providing the Authority with Marketing and Communication Services. Qualified respondents will be able to provide the Authority with strategic advice and staffing support in the development and implementation of public information programs, community relations, public involvement, media relations, advertising, marketing, promotions, special events, presentations, reports, publications, newsletters, websites and research.

Firms submitting Proposals must be well-established in the business of providing Marketing and Communication Services to private sector and governmental entities. Experience working with governmental entities, transportation providers and /or Firms involved in the toll industry is preferred.

### ***1.2 Description of Authority***

The Authority is a regional entity granted broad powers under state law to study, design, construct, operate, expand, enlarge, and extend transportation projects in the region of the authority (Cameron County) and adjacent areas as permitted by law.

The powers and duties exercised by the Authority and its Board of Directors are established by and subject to state and federal laws and regulations. Authority Board Directors and Staff have been conducting public information and outreach efforts on projects in the transportation system which are intended to address congestion and improve mobility in the Cameron County and South Texas region. The Authority works cooperatively with the Texas Department of Transportation and the area Metropolitan Planning Organizations to identify and implement transportation projects in Cameron County and South Texas as well as working with our counterparts in Northern Mexico, specifically, the State of Tamaulipas and City of Matamoros. The region is currently under construction and contemplating several additional toll projects that the Authority will ultimately operate and maintain. The Authority is or will be participating in public involvement activities for these projects.

## **2. Scope of Services**

The Scope of Services to be provided by the Marketing and Communication Firm or combination of Firms may include, but not be limited to, the following:

1. On an annual basis assist with the development of a Marketing and Communication Plan for the Authority and its System of projects. Support the development of an annual budget based on the needs identified in the Marketing and Communication Plan.
2. Work with the Authority to support ongoing efforts to communicate the benefits of the SH 550 Toll Road and other projects to potential customers and to promote the use of TxTAG among drivers.
3. Assist with the development of printed materials including, but not limited to Annual Reports, Newsletters, Fliers, Maps and other publications through the provision of Project Management, Graphic Design, and Copy Development Services. Identify qualified Sub-Contracts and oversee the printing of such materials.
4. Provide Audio Visual Services as requested including, but not limited to, script development, videography, video editing, audio recording, and still photography.
5. Support the Authority in the conduct of market research and customer satisfaction surveying to support and enhance ongoing toll operations and communication activities. The Firm shall use research data to create and develop information and promotional strategies and messages to educate and inform the public about SH 550 Toll Road and other toll roads and non-toll roads being developed, constructed or operated by the Authority. Use research findings to increase the usage of the Mobility Authority's toll roads and increase the usage of the TxTAG.
6. Support the Authority with the implementation of Public Involvement Programs associated with the Planning, Design and Construction and Operation of Transportation Projects. Assist with the development of public involvement plans for projects and provide technical and staffing support necessary to implement the plans.
7. Assist the Authority with public outreach activities with specific emphasis on identifying community organizations, scheduling presentations, and developing presentation materials using PowerPoint and other appropriate presentation tools. Provide the Authority with professional advice regarding key messages and talking points based on sound research.

8. Negotiate for and coordinate the purchase of print, television, radio and other appropriate advertising vehicles to reach target markets. Solicit free media time and space for public service announcements as appropriate, and support the creation of compelling content for such print, television and radio advertisements and public service announcements.
9. Assist the Authority with the media relations through the development and review of press releases and media alerts. Assist with the solicitation of media coverage and help coordinate press conferences. As required, provide video clips and news clips of stories involving the Authority and regional transportation issues.
10. Provide planning, logistical and staffing support for the conduct of special events, public meetings, community forums and other public outreach and educational activities.
11. Support the Staff of the Authority through the review and proofreading of documents to ensure they are grammatically correct, contain appropriate messaging, and are customer friendly.
12. Provide Website Services to include: site hosting, technical support, page design, and copy development. Develop innovative web-based services such as social media to enhance communications with customers.
13. Identify promotional opportunities and coordinate the acquisition of unique promotional items intended to enhance the public awareness of the Authority, the Authority's system of projects, the toll projects that are operational, the projects being undertaken for construction, and related activities.
14. Develop strategies and assist with the implementation of programs to assist the Authority with providing superior levels of customer service to roadway customers and the general public.
15. Provide the RMA Coordinator and Assistant RMA Coordinator with a weekly update regarding ongoing activities and accomplishments. Appear before the Authority's Board of Directors as necessary to provide program updates.

### **3. Respondent Qualifications**

#### **3.1 *Firm Qualifications***

A brief history and general description of the Firm should include information relative to the capabilities and resources of its Texas headquarters office and listing of its Texas office personnel by discipline who would be assigned to the Authority's contract. Provide a synopsis of the Firm's experience in providing marketing, advertising, and public relations, education and outreach services to corporations and governmental entities, with particular emphasis on experience with toll and other transportation-related Authorities or agencies.

- Experience with development and implementation of marketing, advertising, and public education and outreach materials.
- Experience with developing a comprehensive multi-media campaign, including design content for same.
- An abstract of the Firm's cost control procedures.
- Comprehensive description of the procedures used by the Firm to supervise the provision of marketing, advertising and public education and outreach services in a timely and cost effective manner
- Summarize how the Firm charges professional fees for the services described in the RFP.
- Disclose any conflicts or potential conflicts of interest. Disclose all contractual or informal business arrangements/agreements, including fee arrangements, consulting agreements, and the nature of any legal representation between your Firm and the Authority's Staff, and/or any of its Board Directors; any entity that provides services to the Authority or TxDOT; and any governmental entity or political subdivision within the geographic area encompassed by the Authority.

The Authority has adopted certain conflict of interest policies applicable to Consultants and key financial personnel. The Conflict of Interest Policy for Consultants, the list of key Personnel, and the Disclosure Form can be obtained from the CCRMA website at [www.cameroncountyrma.org](http://www.cameroncountyrma.org) . Provide the disclosures required by such policies.

#### **3.2 *Firm Organization, Staffing and Procedures***

1. Provide an organizational chart identifying key project management and lead personnel for both the Firm and any of its anticipated Sub-Consultants. The position titles and relevant areas of project responsibility for lead personnel should be indicated. Designate the Firm's principal office and officer to be directly responsible for potential Authority projects. Provide in detail the identified personnel's experience with advertising,

marketing, and public education and outreach campaigns, particularly any experience with governmental entities providing transportation-related services.

2. Provide the names and resumes of all key local personnel who currently are full time employees of the Firm, or its anticipated Sub-Consultants, who would be in a lead role in this Contract. Resumes should include all relevant information, as specified in the prior section, and each resume is limited to no more than 2 pages. The resumes will be included as Appendix B to the response.
3. Provide the hourly rates for all key personnel listed and identify the employee who will provide the services identified. The number of annual hours provided in Attachment "A" for each job classification are estimates. The actual assigned workload may vary. If a Sub-Consultant will be performing one of the key jobs listed, provide the hourly rate to be charged to the Authority for that Sub-Consultant. The hourly rates submitted will be incorporated into the contract document and there will be no increase to the rates during the initial two year contract period. The overall contract will be based on the Authority's approved Marketing and Communication strategy.
4. Number of Staff, broken into Professional and Sub-Professional groupings, by specialty and by geographic location committed for availability.
5. Provide an abstract of the Firm's quality assurance procedures.
6. As a part of the submittal, provide an outline of procedures the Firm would implement to perform the Authority's Marketing and Communication Services, i.e., a plan of action for creating, analyzing, and rendering Marketing and Communication related deliverables, such as television and radio advertisements, public service announcements, advertisements in print media, and direct mail pieces.
7. The Proposal should be based on the likelihood that the Marketing and Communication being tendered by the Authority will initially be for a two year term and may be extended for an additional two years, terminable at the desire of either party with 30 days notice.

### **3.3 Experience**

A List of relevant projects accomplished within the past five years shall include the following:

1. Project name
2. Project location
3. A brief description of the project and the work performed
4. Name, address, and telephone number of client contact

5. A summary of those significant active projects expected to be underway in the Firm's designated project office during the calendar year's 2011 and 2012. The summary should indicate Staff levels by discipline that the Firm has precommitted to such projects, in sufficient detail to establish the Firm's ability to provide the level of staffing required for the Authority's high priority assignments.

### ***3.4 Historically Underutilized ("HUB") and Disadvantaged Business Enterprise ("DBE") Participation***

1. Indicate whether your Firm is a qualified "HUB" or "DBE" and if so provide supporting documentation including letters of certification.
2. Describe the provision for or the efforts made or that will be made for HUB and/or DBE participation if your Firm were to receive the Authority's assignment.
3. Provide an organizational chart for your organization indicating the total number of employees and the percentage of minority employees by standard classification for race and sex.
4. Identify all Sub-Consultants that you propose to use on the project. List the name of the principal(s) and the home office address for each Firm. Indicate if the Firm will have Staff supporting the Authority based in Cameron County and what specific tasks the Firm would be hired to accomplish. If any of the Sub-Consultant Firms are certified as a HUB or DBE Firm provide supporting documentation including letters of certification. If so, provide the name of the Firm, the Principals, with a summary of the work to be performed and the percentage of the total Contract.
5. Describe the Affirmative Action Plan of your Firm.
6. State whether your Firm will be able to conform with the requirements of Authority's Policy on the Participation of HUBs in Authority Professional Services and Contracting Opportunities.

## **4. Invoice Preparation**

A single monthly comprehensive and detailed invoice shall reference the basis for each item charged and documentation that validates the charges shall be attached.

- Itemize all charges and provide copies of supporting documentation.
- Services: All project management, creative direction, public outreach, multi-media activities, graphic design, copywriting, and other tasks performed directly by the Proposer's Staff shall be billed on an hourly basis at the hourly rates submitted by the Proposer in Attachment "A".
- Hourly Wages: Each Proposer employee must report the tasks they performed and the amount of time spent performing those tasks.

- Media: All media purchases, except public service announcements shall be billed at a flat rate. Itemize all charges and provide copies of supporting documentation for those charges for purchases of all media.
- Sub-Consultants: The Proposer must submit copies of individual invoices for any work performed by Sub-Contractors. All Sub-Consultant invoices shall be reimbursed at cost with no markup.

## **5. Copyrights**

The Proposer shall obtain necessary copyrights for the Authority.

- Proposer shall not assert rights at common law or in equity or establish any claim to statutory copyright any material or information developed in performances of the services authorized.
- The Authority has the right to use, reproduce, or distribute any or all of such information and other materials without the necessity of obtaining any permission from Proposer and without expense and charge.
- Materials or information made or obtained by the Proposer on behalf of the Authority may be used by the Proposer for other purposes if approved in writing by the Authority.
- The Authority will not be held liable/responsible for any copyright infringements or liabilities thereto from videotapes provided by the Proposer.

## **6. Ownership of Materials and Products**

- The Authority will retain all property rights, including publication rights, to all products developed by Proposer on the Authority's behalf
- Proposer shall ensure that duplication and distribution rights are secured for the Authority from all Contractors and Sub-Contractors.
- The Proposer shall warrant that individuals or characters appearing or depicted in print or videotapes have provided their written consent and have been compensated by the Proposer for their appearance, if appropriate.

## **7. RFP Submittal Requirements and Process**

Submittal text shall be limited to twenty (20) double sided pages in length, exclusive of professional resumes, cover sheets, flyleaves, table of content, dividers, etc., printed on two sides and double-spaced. Materials submitted in excess of the specified 20 pages will not be reviewed.

Preprinted brochure material may be included in the submittal if desired and will not be counted in the 20-page maximum.

Proposals submitted to the Authority in response to this RFP will be reviewed by a Board of Directors designated Selection Committee to identify Proposals that best serve the interests of the Authority and their customers. The Selection Committee will make a recommendation to the Board of Directors.

### ***7.1 Contact Person for RFP Questions***

All questions regarding the RFP shall be submitted in writing and must be received at by the Cameron County Regional Mobility Authority, c/o David A. Garcia at the address shown below no later than 4:00 p.m. C.D.S.T., August 26 , 2011 . Informal verbal inquiries are not allowed. **NO QUESTIONS WILL BE ACCEPTED AFTER THIS DEADLINE.** Written questions may be submitted via U.S. mail, in person, via fax to 956-983-5099 or via email to [dgarcia@cameroncountyrma.org](mailto:dgarcia@cameroncountyrma.org).

David A. Garcia  
Assistant RMA Coordinator  
Cameron County Regional Mobility Authority  
1100 E. Monroe Street - Suite 256  
Brownsville, Texas 78520

Responses to all questions received will be made available to all responders via posting on the Cameron County Regional Mobility Authority website at: <http://www.cameroncountyrma.org/notices>

### ***7.2 Delivery and Deadline for Submission of Responses***

All Proposal responses shall be received by the Cameron County Regional Mobility Authority at 1100 E. Monroe Street – Suite 256, Brownsville, Texas 78520, no later than 4:00 p.m. C.D.S.T., August 29, 2011. Six copies of the response of a Firm shall be submitted. **NO PROPOSALS WILL BE ACCEPTED AFTER THE TIME AND DATE SPECIFIED.**

The responsibility for submitting a Proposal to the Authority on or before the stated time and date will be solely and strictly the responsibility of the Respondent. The Authority will in no way be responsible for delays caused by the United States mail delivery, common carrier, or caused by any other occurrence.

### ***7.3 Anti-Lobbying Provision***

Except as provided above as to questions and clarifications concerning this RFP, during the time of this procurement prospective respondents may not directly or indirectly contact members of the Authority's Board of Directors, its employees, consultants, or contractors performing work for the Authority concerning the subject matters of this RFP. Violation of this restriction is grounds for disqualification from consideration.

### ***7.4 Public Information Act; Release of Information***

All responses submitted to this RFP become the property of the Authority and may be subject to public disclosure under the Texas Public Information Act (PIA). Any material deemed by a Respondent to be proprietary, confidential, or otherwise exempt from disclosure under the PIA shall be clearly marked as such. It is not acceptable to designate all or substantially all of the response to the RFP as "confidential" or "proprietary", and any such response will be returned to the Respondent without further consideration by the Authority.

The Authority will notify the Respondent if a request for public information is received that may require the Authority to disclose any material in the Response that the Respondent has marked as proprietary, confidential, or otherwise exempt from disclosure under the PIA. The Authority does not have and does not assume any obligation to assert or argue on behalf of the Respondent that any information provided to the Authority is exempt from required disclosure.

### ***7.5 Proposal Participants***

Respondents may submit a Proposal either solely or in partnership with other firms.

### ***7.6 Responsiveness of Proposals***

The Authority reserves the right to reject any Proposal as non-responsive if the Proposal fails to include any of the required information.

### ***7.7 Right to Cancel or Amend***

The Authority reserves the right to cancel or amend this RFP if it is determined to be in the best interest of the Authority.

### ***7.8 Request for Additional Information***

The Authority may request additional information from the Respondents.

### ***7.9 Responsibility for Costs***

All costs incurred by any party in responding to this RFP shall be borne by that party. The Authority shall have no responsibility whatsoever for any associated direct or indirect costs.

## 8. Proposal Evaluation

The Authority will make its selection based in demonstrated competence, experience, knowledge, and qualifications, as well as the reasonableness of the fee compared to other vendors. Proposals submitted to the Authority in response to this RFP will be reviewed by a Board of Directors designated Selection Committee to identify Proposals that best serve the interests of the Authority and their customers. The Selection Committee will make a recommendation to the Board of Directors. A final score and recommendation from the Selection Committee for the most qualified Proposer will be made at this point.

The ultimate selection of a Firm or Firms will be made by the Cameron County Regional Mobility Authority Board of Directors.

The Board of Directors reserves the right to negotiate services to be provided, and to reject and all Proposals. The Proposer will be compensated for services rendered based on the hourly rates submitted as part of the Proposal. Fees for outside services and Sub-Consultant work will be negotiated on an individual basis. The Authority will not pay a mark up for Sub-Consultant services or third party charges including standard advertising commissions. The Authority is exempt from the payment of sales tax. It will be the responsibility of the successful Proposer to invoice accordingly.

### *8.1 Evaluation Criteria*

Scoring of responses shall be based upon the following criteria:

<b>Scoring Criteria</b>	<b>Points</b>
Ability to successfully complete the tasks outlined in the Scope of Services.	20
Successful management of similar contracts and projects	20
Experience of team members	15
Understanding of the Authority and its needs	10
Strategic vision and innovative concepts for provision of contract services.	10
Diverse Workforce with emphasis on HUB/DBE involvement	5
Local Workforce	10
Rates	10

### *8.2 Attachment "A" Rates*

### *8.2 Attachment "B" Resumes*