



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY

**Request for Qualifications
For
COMMUNICATIONS AND MARKETING
CONSULTANT SERVICES**

RFQ Issue Date	Monday, April 8, 2019
Deadline for RFQ Questions submitted to the Mobility Authority	Tuesday, April 16, 2019 4:00 p.m. C.S.T
Responses by Mobility Authority to RFQ Questions received by deadline	Friday, April 19, 2019
Deadline for submitting Responses to this RFQ	Monday, April 29, 2019 4:00 p.m. C.S.T
Potential Shortlist Announcement	Monday, May 13, 2019
Potential Interview Dates	May 22, 23, and 24, 2019
Anticipated Selection Date – Mobility Authority Board Approval	Wednesday, May 29, 2019
Anticipated Selected Team Notice to Proceed Date	Summer 2019

1. INTRODUCTION

1.1 Summary of Request

The Central Texas Regional Mobility Authority (Mobility Authority) is a Texas political subdivision with broad powers under state law to construct, maintain, and operate transportation projects. The Mobility Authority currently operates projects in Travis and Williamson Counties, and may do so in adjacent counties if they join the Mobility Authority in the future or as permitted by law. The powers and duties exercised by the Mobility Authority and its Board of Directors (the "Board") are established by and subject to state and federal laws and regulations. The Mobility Authority works cooperatively with the Texas Department of Transportation (TxDOT) and the Capital Area Metropolitan Area Planning Organization (CAMPO) to identify and implement transportation projects in the Central Texas area. The Mobility Authority is currently operating several toll projects, including the 183A Toll, 290 Toll (Manor Expressway), 71 Toll Lane, and the MoPac Express Lane, and constructing the SH 45SW, 183 South (Bergstrom Expressway), and 290/130 Flyovers projects. In addition, the agency is pursuing the development of several projects, including 183A Toll Phase III, MoPac South, and 183 North. In support of its mission, the Mobility Authority will be implementing strategic communications and public involvement efforts for these projects as well as the agency's overall program.

This Request for Qualifications (RFQ) solicits statements of qualifications from professional firms or teams (individually or collectively, the Respondents) who seek to provide Communications and Marketing services, as more fully described in the Scope of Services section that follows (the Services).

2. SCOPE OF SERVICES

Consulting services solicited by this RFQ include, but are not limited to, strategic communications consulting, public relations, and creative services. The selected firm will work at the direction and supervision of the Mobility Authority to provide the Services and work cooperatively and collaboratively with the Mobility Authority's other consultants.

The Services to be provided by the selected Respondent include the following key elements:

1. Daily support of the Mobility Authority in its efforts to elevate the agency's brand, mission, and vision.
2. Implement innovative and proven public relations strategies.
3. Secure earned media placements, which could include but are not limited to: media sources in Central Texas, national trade publications of significance to the transportation industry, and national digital media as needed.
4. Provide executive voice support through social media posts and blogs, etc, for the executive team.
5. Develop relevant content, including thought leadership pieces and opinion editorials related to infrastructure development in the region.
6. Provide creative services, including the development of targeted education campaigns to key stakeholders (including industry leaders, our customers, elected officials, and the general public), graphic design, and printed collateral. Manage implementation of all aspects of campaigns as requested, including campaign-specific social media.
7. Identify and provide access to media production, media buyers, media planners, and market research. Oversee the management of these vendors and/or subconsultant firms.

8. Provide copywriting and proofreading services as requested.
9. Track analytics and report on success metrics for all efforts, initiatives and campaigns, and provide forward-thinking and strategic recommendations based on results.
10. Prepare monthly progress reports of activities performed and resulting metrics.

Other communications and marketing efforts may be requested of the selected firm as needs arise. Of note, government relations is not part of this scope of services.

3. SUBMITTAL REQUIREMENTS

3.1 Preclusion of Work

N/A

3.2 Anti-Lobbying Requirement

Except as authorized under this RFQ with respect to questions and clarifications concerning this RFQ, starting on **Monday, April 8, 2019**, and ending on the date the Mobility Authority has executed a contract with the Respondent selected under this RFQ or has terminate this procurement, a prospective or actual Respondent may not directly or indirectly contact a member of the Mobility Authority's Board of Directors, its employees, consultants, or contractors performing work for the Mobility Authority concerning the subject matter of this RFQ. Violation of this restriction is grounds for disqualification from consideration. Any contact with the Mobility Authority is to solely be through Dee Anne Heath in accordance with Section 4.1.

3.3 Conflict of Interest Policies

Respondents must comply with the Conflict of Interest disclosure policies adopted by the Board of Directors as Sections 101.064 through 101.068 of the Mobility Authority Policy Code, available for review at the Mobility Authority website:

<https://www.mobilityauthority.com/about/policy-disclaimers/code>

Or by contacting Dee Anne Heath as directed in Section 4.1.

All Respondents and team members are required to complete and submit with the Proposal a Conflict of Interest Disclosure Statement (attached as Exhibit A) if the Respondent or a team member has a current or previous (defined as one terminating within 12 months prior to submission of the Proposal) business relationship with any of the Mobility Authority's key personnel. The disclosure shall include information on the nature of the relationship, the current status, and the date of termination or expected termination, if known, of the relationship.

3.4 Public Information Act; Release of Information

All Proposals submitted to this RFQ become the property of the Mobility 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 RFQ as "confidential" or "proprietary;" and any such response will be returned to the Respondent without further consideration by the Mobility Authority.

The Mobility Authority will notify the Respondent if a request for public information is received that may require the Mobility 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 Mobility 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 Mobility Authority is exempt from required disclosure.

3.5 Protests

All protests relating to the procurement of a Communication and Marketing Consultant must be made in writing and submitted to the Executive Director of the Authority within five (5) business days of the selection of a firm or firms by the Board of Directors. Each protest must include the name and address of the protestor (and the Respondent it represents, if different); a statement of the grounds for protest; and all documentation supporting the protest. A decision and response to the protest will be prepared by the Executive Director within a reasonable time after receipt of a properly prepared written protest. Any appeal of a decision and response regarding a protest must be made to the Board of Directors in writing and must be filed with the Executive Director of the Mobility Authority, with a copy to the Chairman of the Board, within ten (10) calendar days after the decision and response regarding the original protest are issued. Written appeals shall include all information contained in the original written protest, as well as any newly discovered documentation supporting the protest that was not reasonably available to the protestor when the original protest was filed. Subject to all applicable laws governing the Mobility Authority, the decision of the Board of Directors regarding an appeal shall be final.

3.6 Additional Items

Respondents may submit a proposal either solely or in partnership with other firms. If a joint submittal is made, the proposal must include a clear description of the relationship between, and roles of, the jointly submitted entities.

The Mobility Authority will not pay or reimburse a Respondent for any expenses incurred by the Respondent in the preparation of this RFQ and its consideration by the Mobility Authority.

The Mobility Authority reserves the right to cancel or amend this RFQ if it is determined to be in the best interest of the Mobility Authority. As set forth in Section 3.7, the Mobility Authority is not obligated to award a contract pursuant to this procurement.

The proposal should be based on the prospect that the Communication and Marketing Services 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 upon a 60-day written notice (or sooner by the Mobility Authority for cause). Final details containing the contract terms and renewals are subject to approval by the Mobility Authority Board of Directors.

3.7 Anticipated Contract Value

The Mobility Authority anticipates that the Services will be needed for a period of 12 months following the Notice to Proceed. For proposer's context, the contract value may be between \$500,000 and \$1M to develop and implement the Services. This includes labor hours, paid media/advertising, hard costs, and other expenses. This is an approximate budget based on spend from previous years, but the communications program continues to evolve.

The contract value is subject to approval by the Board and subject to availability of funding through the 2019-2020 budget. The Mobility Authority may consider a retainer agreement.

The estimate provided in this section does not obligate or guarantee that a contract authorized under this RFQ will be for any particular amount; that the Mobility Authority will award a contract in any amount to any respondent under this RFQ; or that the amount of work described in the contract will be authorized in its entirety.

4. RFQ PROCESS DETAILS

The procurement process outlined herein is in accordance with the Mobility Authority's Policy Code and all other applicable rules and laws.

All documents and information relevant to this procurement will be available on the Mobility Authority's website. The web address is <https://www.mobilityauthority.com/business/opportunities/procurements>

4.1 RFQ Questions/Addenda

All questions regarding the RFQ must be submitted in writing. Informal verbal inquiries are not allowed. Written questions concerning this RFQ must be submitted to Dee Anne Heath at communications@ctrma.org and must include the phrase "RFQ Question" in the subject. The deadline for receipt of questions is **Tuesday, April 16, 2019, 4:00 pm CST**, as noted on the cover page of this RFQ. Absent any change to deadlines evidenced through a subsequently issued addenda to this RFQ, no questions will be accepted after this deadline.

The Mobility Authority anticipates that it will post responses to questions received before the deadline on **Friday, April 19, 2019**. Responses will be posted at the Mobility Authority website for the benefit of all potential respondents.

The Mobility Authority reserves the right to contact the person submitting a question to clarify the question received, if necessary. The Mobility Authority further reserves the right to modify, summarize, or otherwise alter the content of a question to protect the identity of the requestor and to provide responses that the Mobility Authority believes will best inform interested parties of potentially relevant information. The Mobility Authority further reserves the right to decline to answer questions.

Each clarification, supplement, or addenda to this RFQ, if any, will be posted on the Mobility Authority website (<https://www.mobilityauthority.com/business/opportunities/procurements>). **All potential or actual Respondents are responsible for monitoring that website for such materials. Respondents are deemed to have notice of, and are required to comply with, any such material posted in accordance with this paragraph.**

4.2 Proposals Submittal

Proposals must be received in the offices of the Mobility Authority by or before **Monday, April 29, 2019, 4:00 p.m. C.S.T.**, to be eligible for consideration. Proposals must meet the format requirements set forth in Section 5 and the following submittal requirements:

Number of hard copies	RFQ: Six (6) bound copies of the Proposal including the appendices. One of the six copies of the Proposals must be marked "original" and bear all of the original signatures.
Number of electronic copies	RFQ: One (1) flash drive with a copy of the Proposal and any additional materials as noted in the RFQ. The file of the Proposal itself must be labelled as follows: CommMark2019-RFQ_Firm Name.pdf Example: "CommMark2019-RFQ_ZebraFirm.pdf"
Mailing Address	Central Texas Regional Mobility Authority 3300 N IH-35, Suite 300 Austin, TX 78705
Attention	Labelled, "Attention: Dee Anne Heath"
Package Label	Communications and Marketing Services <Firm Name> <Date>

Proposals may be hand delivered to the address noted above.

Proposals will not be accepted by fax or electronic mail. Proposals must be provided in a sealed envelope or package with the package label and the firm's name and address clearly visible on the outside of the envelope or package. *Submittals received after the deadline will not be considered.*

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

The Mobility Authority reserves the right to request additional information or clarifications from any respondents or to allow corrections of errors or omissions.

5. SUBMITTAL FORMAT AND SCORING CRITERIA

All submittals must be responsive to the general format and guidelines outlined within this RFQ. A responsive submittal is one that follows the general guidelines of this RFQ, includes all documentation requested, is submitted following the general format outlined herein, displays sound justification for recommendations, is submitted by the deadline, and has the appropriate signatures as may be required. Failure to comply may result in the submittal being deemed nonresponsive.

5.1 Page Limits/Fonts

Submittals **must not exceed twenty (20) pages** (8.5 x 11 inches with 1-inch margins from all sides), type font size not less than 11 points, and printed on one side. Response shall be submitted as a bound document and printed single-sided on standard 8½" x 11" paper. Graphics, charts, photographs, and/or exhibits may be on 11" x 17" paper, but must be folded to the standard size; foldout pages count as one page.

The page limit does not include the cover letter (limited to 1 page), front/back cover sheets, dividers, table of contents, résumés (limited to 1 page each), portfolio items, the Disclosure Statement Form (Exhibit A), or other items requested to be included in an appendix. Font sizes in graphics or attachments can be less than the body of the proposal, but should be reasonably legible.

Materials submitted in excess of the specified 20 pages will not be reviewed.

5.2 Section Headings

Respondents should follow the outline in Section 6 using section headings and subheadings. Clearly identify each request being addressed, and answer each specifically and succinctly. Please provide a response to every question or request for information identified. If no response is given, clearly explain why.

5.3 Contact Information

In your cover letter, include your point of contact's name, phone number, and email address.

5.4 Scoring Criteria

In preparing responses, Respondents should be aware that the following scoring criteria will be assigned.

Response Element	Maximum Score
A. Team organization and staff qualifications	35
B. Proven experience of Respondent to successfully complete the tasks outlined in the scope of services	35
C. Diverse workforce and commitment to HUB/DBE involvement	5
D. Rates and estimated budget	10
E. Quality of proposal	15
TOTAL	100

6. SUBMITTAL CONTENT

6.1 Team Organization and Staff Qualifications

- ORGANIZATIONAL CHART
 - Submit an organizational chart that clearly identifies the prime Respondent and any subconsultant firms or vendors. The chart must indicate the *day-to-day account lead* and key team members, including their relevant areas of responsibility.

- ORGANIZATIONAL WORKFLOW
 - Summarize how the Respondent will provide consistent and efficient account management while providing marketing, advertising, and public relations services in a timely and cost-effective manner.
 - Submit a comprehensive overview of how the Respondent and its internal or external team(s) has and/or will work collaboratively together to deliver quality services.
 - Summarize the cost control and quality assurance procedures of the Respondent. We do not have a standard process to impose, and would like to better understand the Respondent's procedures.

- FIRM DESCRIPTION(S)
 - Provide a description of the Respondent (and any of its constituent firms), including information relative to capabilities and resources.
 - Summarize information concerning the Respondent's knowledge of the transportation industry, mobility challenges in the region, the local political climate, and Central Texans.
 - Identify local office resources, if any, that would be available for quick response to project crises that may arise throughout the life of the contract.

- STAFF QUALIFICATIONS
 - Summarize the qualifications for the Respondent's *day-to-day account lead*, and his or her approach to: immersing himself or herself in and gaining a comprehensive understanding of the Mobility Authority's business, responding to fast turnarounds, managing a multifaceted team, and liaising with multiple consultants. *Please note: we do not expect or wish to see the Agency Principal in the position of the day-to-day account lead. We do not expect this to be a full-time position; monthly hours and spend will likely fluctuate with need.*
 - Summarize the qualifications for all other key team members.
 - In an appendix, include resumes for the account lead and key team members (limit resumes to one page per team member).

- CONFLICT OF INTEREST DISCLOSURE
 - See 3.3 Conflict of Interest Policies regarding requirement of Conflict of Interest Disclosure Statement(s). These, if applicable, must be included in the appendix.

6.2 Experience

- EXPERIENCE OVERVIEW
 - Provide a synopsis of the Respondent's relevant experience in providing communications and marketing services to local corporations and governmental entities with similar challenges and/or stakeholders. The Mobility Authority is also interested in Respondents with relevant experience with toll and other transportation-related authorities or agencies, and the Respondent's understanding of the historical, current and future landscape of the industry; if a Respondent does not have this experience, please show how its other experience and proven approaches are relevant.
- FEATURED PROJECTS/REFERENCES
 - Provide a listing of at least three relevant projects accomplished within the past five years, including the following:
 - Project name and location
 - Firm(s) and key staff who worked on the project
 - A brief description of the project and the work performed including:
 - The challenge(s) faced by the Respondent and client
 - The solution brought to the table by the Respondent
 - The results of such solution(s), including any metrics
 - Name, address, and telephone number of client contact. [The Respondent unconditionally authorizes the Mobility Authority to contact and confer with the indicated client contact(s) and other current or past employees of that client. Input received will be considered as part of the scoring. A reasonable effort will be made to contact all references.]
- DATA DRIVEN EXPERIENCE
 - Provide two examples of putting research/data into action for successful communications and marketing services. This section may reference featured projects above.
- PORTFOLIO. In an appendix, please provide the following:
 - Two writing samples (example: an op ed, press release, or e-newsletter)
 - Two design samples (example: a print ad, digital ad, a flier, or a brochure)
 - The results of a campaign including metrics
 - A creative brief sample. If you cannot provide a creative brief sample due to proprietary issues, provide a template or example that demonstrates your creative strategy abilities and process.

As it will be part of the appendix, this portfolio will not count against the page limit.

6.3 Historically Underutilized ("HUB") and Disadvantaged Business Enterprise ("DBE") Participation

While there is no specific DBE goal for this procurement, it is the goal of the Mobility Authority to encourage the use of DBE firms to the fullest extent possible. With that end in mind:

1. Respondents should indicate whether the firm is a qualified "HUB" or "DBE" and if so provide supporting documentation including letters of certification within the appendix.

2. Describe the provision for, or the efforts made or that will be made for, HUB and/or DBE participation if the Respondent were to receive the Mobility Authority assignment.
3. Provide an organizational chart for the Respondent indicating the total number of employees and the percentage of minority employees by standard classification for race and sex.
4. Identify all subconsultants that the Respondent proposes 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 Central Texas 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 within the appendix. 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. State your commitment to recruit and advance minorities, women, persons with disabilities, and veterans.
6. State whether the Respondent will be able to conform to the requirements of Mobility Authority’s policy on the participation of HUBs in Mobility Authority professional services and contracting opportunities. A copy of such policy is available at www.mobilityauthority.com.

6.4 Rates and Estimated Budgets

1. Using the following table as a template, provide hourly rates for all key personnel listed and identify the employee who will provide the services identified. If a subconsultant will be performing one of the key jobs listed, provide the hourly rate to be charged to the Mobility Authority for that subconsultant. Be sure to note: position, agency employee/subconsultant name, title, and hourly rate in your table.

Position	Agency Employee / Subconsultant Name	Title	Hourly Rate
Agency Principal			
Day-to-Day Account Lead			
Account Service Resources			
Strategic Planning Resources			
Public Relations Resources			
Media Resources			
Creative Resources			

(Examples of resources could include “creative director,” “copywriter”, “account planner,” and so forth at the Respondent’s discretion; and Respondents can list more than one key team member in all categories except for *Day-to-Day Account Lead*.)

2. Identify the estimated monthly spend for your day-to-day account lead to manage the contract and generally support the Mobility Authority in its efforts to elevate the agency's brand, mission, and vision. Account maintenance activities may include but are not limited to: keeping abreast of relevant local, regional and industry news and events; advising the Mobility Authority of earned media, outreach, and/or public speaking opportunities; and maintaining familiarity with the business and industry such that meaningful recommendations can be made and opportunities to achieve agency goals are identified and acted upon swiftly. Provide your proposed estimate including the rate and number of hours for your day-to-day account lead. This estimate would be limited to labor and would not include hard costs or special projects. This estimate would also not include the standard monthly account management from additional personnel such as the account principal or accounting.

3. Provide an estimated budget for the following exercise: The Mobility Authority plans to open a new toll road. Our goals include: celebrate this critical milestone and achievement, garner community support/interest, drive community/VIP attendance to a ribbon cutting event, thank VIPs/elected officials/stakeholders instrumental to project success, and results-oriented media relations. Considerations will be made for all stakeholders including but not limited to: future customers, adjacent neighborhoods, and impacted businesses. Four months before the ribbon cutting, the communications and marketing service provider is tasked to develop and implement the following: a publicity strategy including a creative brief, print and digital advertising, earned media and public relations, a paid media plan, and media placement. Break out your cost estimates by scope of work, personnel, rates, and number of hours. This estimate would not include hard costs or an event planning firm for the ribbon cutting itself.

7. SELECTION PROCESS

7.1 Selection Committee

A review committee will be appointed by the Executive Director. The review committee shall include a minimum of three individuals, but could include up to five. A Proposal will first be reviewed to ensure that the Respondent adhered to the instructions found within this RFQ in preparing and submitting its response, including but not limited to complete responses to items requested above. For those Proposals meeting these requirements, the review committee will review and analyze the Proposals based on the pre-established criteria reflected in this RFQ. The scores will be tallied and short-listed. The committee will provide the Executive Director with a recommendation that ranks Proposals and the Respondents to be considered.

It is at the sole discretion of the review committee and the Mobility Authority whether or not interviews of short-listed Respondents will be required. If interviews are deemed appropriate, we anticipate announcing the short-list on or around Monday, May 13, and holding interviews on or around May 22, 23, and 24. We recognize that the time between short-list announcement and interviews is short, and that the interviews are near Memorial Weekend. We do apologize for the inconvenience.

The Executive Director will make his recommendation to the Board on the ranking of the Respondents, based on the Proposals (and interviews, if any). In its sole discretion, The Mobility Authority Board of Directors will award the contract to the Respondent it determines is best qualified to provide consultant services for the Mobility Authority.

The Mobility Authority has not committed itself to employ a Communication and Marketing Consultant, and neither the suggested scope of services nor the proposed terms of an agreement should be construed to require that a Communication and Marketing Consultant will be employed for any or all of the Services described in this RFQ. The Mobility Authority Board of Directors reserves the right to make those decisions, and the Mobility Authority Board's decision on these matters is final.

[END OF RFQ]

EXHIBIT A
CONFLICT OF INTEREST DISCLOSURE STATEMENT

This Disclosure Statement outlines potential conflicts of interest as a result of a previous or current business relationship between the undersigned individual (and/or the firm for which the individual works) and an individual or firm submitting a proposal or otherwise under consideration for a contract associated with _____. Section I of this Disclosure Statement Form describes the potential conflicts of interest. Section II of this Disclosure Statement Form describes the proposer's management plan for dealing with the potential conflicts of interest as described in Section I of this form. This Disclosure Statement is being submitted in compliance with the Central Texas Regional Mobility Authority's Conflict of Interest Policy for Consultants. The undersigned acknowledges that approval of the proposed management plan is within the sole discretion of the Central Texas Regional Mobility Authority.

SECTION I. Description of Potential Conflicts of Interest.

SECTION II. Management Plan for Dealing with Potential Conflicts of Interest.

SIGNED: _____ DATE: _____

NAME AND TITLE: _____

REPRESENTING: _____

APPROVED BY THE CENTRAL TEXAS REGIONAL MOBILITY AUTHORITY:

SIGNED: _____ DATE: _____

NAME AND TITLE: _____