

**REQUEST OF SUBMISSION OF CONSULTANT FIRM
REQUEST FOR PROPOSALS FOR:**

**US 36 Express Lanes Project TDM and US 36 BRT Education and Incentive
Program Campaign**

I. INTRODUCTION

36 Commuting Solutions (36 CS) is requesting proposals from advertising agencies to provide professional services for the preparation and execution of a multi-touch marketing and advertising campaign for commuter programs focused on reducing solo driving during the US 36 Express Lanes Project. The project deliverable will be to prepare a marketing and advertising campaign for 2014 and 2015.

The agency chosen will be asked to develop and execute a strategic framework and implementation plan for the marketing and advertising of these projects over the course of these two years.

These projects are funded through the Denver Regional Council of Governments (DRCOG), High Performance Transportation Enterprise (HPTE) and the Colorado Department of Transportation (CDOT). All activities by the selected consultant must meet the administrative criteria of the funding agencies.

36 CS will serve as the lead agency for administration of the project with the collaboration of six municipalities in the corridor: City of Boulder, Boulder County, City of Louisville, Town of Superior, City and County of Broomfield and the City of Westminster, as well as RTD, CDOT and the Colorado HPTE.

To submit proposals and request additional information, please contact:

Audrey DeBarros
Executive Director
36 Commuting Solutions
287 Century Circle, Suite 103
Louisville, CO 80027
audrey@36commutingsolutions.org
(303) 604-4383

RFP Due Date: March 24, 2014

II. BACKGROUND AND PURPOSE OF THE PROJECTS

Project Summary

36 Commuting Solutions will be executing two Transportation Demand Management (TDM) programs during 2014 and 2015. The first program is focused on education surrounding the coming Bus Rapid Transit (BRT) service to US 36 in early 2016, and incentivizing new transit ridership with the distribution of \$50 RTD Smart Cards to those that qualify during the summer ozone periods. US 36 BRT is a part of the RTD FasTracks program and a joint commitment with CDOT. RTD is in the process of developing a brand identity for the name of US 36 BRT, Flatiron Flyer. The selected agency will utilize this identity in the campaign.

The second program is focused on reducing single occupant vehicle (SOV) travel along US 36 during construction of the US 36 Express Lanes Project, and inspiring long-term commuting behavior change. While similar in nature, these are two separate programs that will need to be interdependent in their future identity and implementation.

36 Commuting Solutions currently has a total project budget of \$207,380 over the two-year period for this social marketing campaign. This includes 36 Commuting Solutions staff time, material development, paid media, or any direct campaign costs.

II. SCOPE OF WORK AND DELIVERABLES

Task 1 – Administration & Background Research

This task consists of the administrative effort required by the consultant's project manager and involved personnel to provide a high quality deliverable. The consultant will meet with 36 CS staff to determine project goals and expected outcomes. The consultant will prepare an initial project schedule and identify the critical path and milestones. Initial efforts will include market research of existing BRT systems, review of past 36 Commuting Solutions social marketing campaigns to inform the new campaign. The consultant will prepare monthly status reports and submit with invoicing to 36 CS.

Deliverable - Due upon outset of project

- Meetings with 36 CS staff upon project outset
- Market research on existing BRT systems
- Review of previous 36CS social marketing campaigns
- Initial project timeline outlining due dates for project budget, branding, ad campaign concepts/execution, marketing efforts, anticipated meetings and expected outcomes
- Status report (monthly)

Task 2 – Social Marketing and Employer Outreach Campaign

Through meetings with 36CS to discuss program details, the agency will conceptualize the branding for both programs, marketing strategies to be implemented during the programs, advertising campaigns to fit with the themes of the programs, strategy for employer outreach and level of budget needed for successful execution of a marketing/advertising plan. The selected team will be expected to coordinate with the

RTD marketing team in developing branding efforts to stay in line with overall branding efforts for the US 36 BRT brand, Flatiron Flyer.→

Deliverable - *Due one month after agency selection:*

- Integrated campaign for both programs
- Budget, schedule, media buy and strategy for each program advertising campaign(s)
- Determine target audiences and employer outreach strategy
- Overall marketing plan and budget for both programs

Task 3 – Campaign Materials Production

Define specific materials that will need to be produced in order to accomplish project goals. Examples include fact sheets, web pages, press releases, email templates/graphics/content/schedule, print/online ad creative, etc. This will also define which channels are to be used in the advertising efforts (i.e. websites, radio, print, etc.).

Deliverable: *Due at beginning of Q2*

- List of marketing and advertising needs for each program
- List of recommended advertising channels to be used, and placement/production budget allocation for each
- Implementation plan
- Campaign creative (fact sheets, web page design, press releases, etc.)

Task 4 – Marketing and Advertising Plan Execution

Once all schedules, creative elements and advertising channels have been finalized, make the efforts necessary to execute on those plans, including contacting advertising channels to book ad placement and producing materials, on time and within budget.

Task 5 – Program Evaluation

Determine metrics for tracking overall success of marketing/ad campaign. Examples include program enrollment rates, number of page views/click through rates (for any online portion of the campaign), etc. A schedule for continuous evaluation will also need to be drafted to monitor campaign success, and to determine any areas in which the marketing team can add focus to improve.

Deliverable: *Due at outset of project*

- List of metrics to be used in campaign analysis
- Schedule for campaign analysis

IV. CONTENT OF PROPOSALS

Proposals should include the following information, but not necessarily in the order as presented below:

1. Summary Statement - The proposal will contain an opening statement (no more than seven pages) summarizing how the Project Team will accomplish the purpose of the project and should also summarize the roles and qualifications of the Project Team. Please also discuss how you will identify the issues, problems and opportunities, any

special data needs, special methods of analysis, milestones, end products and procedures that are believed to potentially enhance the project.

2. Project Timeline – (one page): A timeline that corresponds to the sequence contained in the proposal.

3. Clients – (one page): A list of clients, including their names, addresses and telephone numbers, for whom you have performed similar work of a similar scale.

4. Project Team – (one page per person): A description of the project team and resumes of key staff, including the role of all subcontractors. Include an organizational chart for the team. Resumes can be included in the appendix.

5. Project Manager – (included in the project team description): The name, telephone number and e-mail address of the project manager. Project manager must be available for the duration of the project unless otherwise approved by 36 CS.

6. Demonstration of Skills – (six pages maximum): A statement describing the project team's (1) experience in conducting similar projects focused on the development of transportation behavior change and evaluation and (2) experience in working with citizens, businesses and professional and government leaders. Please provide a minimum of three examples of similar projects that demonstrate experience, and what role(s) was/were played in the project.

7. Task Effort and Proposed Budget – An estimate of the percent of effort anticipated for each task and associated budget. An appropriate PERT, Gantt or CPM chart for the project is recommended.

V. EVALUATION CRITERIA

Negotiations and award of the contract will be to the agency that provides the most advantageous proposal. The 36 CS Executive Director reserves the right to reject any and all proposals.

Upon receipt of proposals, agencies will be shortlisted and oral interviews may be requested. Each agency's proposed project manager must take part in the presentation. Final proposals, in addition to oral presentations, will be reviewed by a selection committee. If selection is approved, 36 CS will generate a consultant agreement between 36 CS and chosen consultant.

The proposals and oral presentations will be evaluated on the basis of cost and the weighted criteria listed as follows:

1. Professional Qualifications: (Weight 30%)

The agency must establish qualifications to satisfactorily perform the work needed to prepare the context sensitive strategic plan described herein. Specific experience in developing and executing similar marketing and advertising plans will be highly valuable.

2. Excellence of Summary: (Weight 30%)

The summary should cover issues and problems and discuss the approach to performing the project. The summary must not repeat the scope of services described above – the summary statement should be organized by tasks with a detailed description of how the agency will complete the scope of services. The details should include a project schedule, special data needs, and special methods of marketing, milestones, end products and procedures.

3. Application of Innovative Techniques: (Weight 20%)

The activities contained in the scope of services are representative of a general approach to meet the project objectives. Consultants may (1) develop alternative approaches, and (2) offer suggestions for enhancing specific tasks or the overall work.

4. Knowledge of Local Conditions: (Weight 10%)

The summary statement must demonstrate your understanding of the interaction of this project with local conditions.

5. Performance Measures (Weight 10%)

The summary statement should discuss evaluation techniques and measurements made during similar projects, and how those can be used to monitor and refine the campaign for this project.

VI. ADMINISTRATIVE REQUIREMENTS

- A. Submission Date: Proposals must be submitted by 5:00 PM, March 24, 2014 to Audrey DeBarros, Executive Director, 36 Commuting Solutions, 287 Century Circle, Suite 103, Louisville, CO 80027. Proposals submitted after this time and date will not be considered.
- B. Number of copies: Five (5) copies of the proposal are to be submitted along with an electronic version on a compact disk or removable hard-drive.
- C. Length of proposal: See Section IV for page limit details. Resumes of participants should be limited to one page with the exception of the proposed project manager.
- D. Contract: The contract will be between 36 CS and the selected firm who will be administratively responsible to 36 CS. The contract will be of the cost reimbursable with a fixed fee, not to exceed type. Contract standards will be consistent the standard articles of agreement required by CDOT.
- E. Billing will be monthly unless specifically approved by 36 CS and CDOT. Reimbursement payments shall occur from 30 to 45 days after receipt.
- F. Certification of Eligibility: A certificate is to be included in the proposal for each firm stating that:

"The firm is not ineligible to receive award of a contract due to the firm's inclusion on any federal, or Colorado State lists of debarred contractors, or otherwise ineligible to be awarded a contract using federal or state funds."

G. Project Schedule

March 10, 2014	Distribution of RFP
March 24, 2014	Receipt of Proposals
March 31, 2014	Evaluation of Responses/Selection of Consultant
June 7, 2014	Project Underway
December 31, 2016	Final Plan Completion