

REQUEST FOR PROPOSAL

Advertising, Design and Production Services for America's Byways Resource Center

Proposals must be received by: May 23, 2008 at 4:00 PM CDT

STATEMENT OF PURPOSE

The America's Byways Resource Center has determined that the service of an advertising and design company is required to assist with the development of a wide spectrum of communications materials. A contract will be awarded to an advertising agency or company that meets all requirements of this Request. The successful consultant must be qualified and capable to provide the expertise necessary to research, define and create effective communications materials that achieve desired results.

BACKGROUND INFORMATION

The Federal Highway Administration (FHWA) administers the National Scenic Byways Program (NSBP). The NSBP was created in 1991 by the passage of the Intermodal Surface Transportation Efficiency Act (ISTEA). The Program was reauthorized in 1998 and again in 2005. The America's Byways® collection currently includes 126 designated All-American Roads (27) and National Scenic Byways (99) in 44 States covering approximately 30,000 miles. The U.S. Secretary of Transportation designated the first national roads in 1996.

The America's Byways Resource Center (Resource Center) was created in 1998 under the Transportation Equity Act of the 21st Century (TEA-21). The Resource Center opened in January of 1999 as an initiative of the FHWA and the Arrowhead Regional Development Commission (ARDC). The Resource Center operates under a Cooperative Agreement signed by FHWA and ARDC. Its primary purpose is to assist in building successful nationally designated byways through positive, proactive, hands-on assistance in planning, preserving, promoting and managing scenic byways. The Resource Center assists the NSBP in several ways. The major focus of work entails providing information, education and training to grassroots byway organizations. The Resource Center also supports the NSBP through conferences, networking, publications and partnership development.

SCOPE OF SERVICES

There are two components to the scope of services that are described below. While there are full-service agencies that may be capable of providing these services under the umbrella of a single firm, agencies will not be penalized if sub-contracting and relationships with other firms or individuals is appropriate given the individual strength of the firm. As such, we request that all proposals identify instances when a sub-contractor may be necessary to successfully complete a task. The contract award-winner will submit documentation of estimates and sub-contractor information for prior authorization. Documentation must demonstrate reasonable cost, reliability, experience level and quality of service.

The contract award-winner will provide editing, direction, design and production services for the following major areas:

Component 1: Website

Tasks include, but are not limited to, the following:

1. Perform routine website improvements/enhancements for www.bywaysresourcecenter.org, all of which must be Section 508-compliant based on the standards set forth by the Federal Highway Administration (<http://www.access-board.gov/sec508/standards.htm>)
2. Develop an online searchable database of byway project examples (to store approximately 250 projects at a time), which can be maintained by Resource Center staff
3. Develop online conference Call for Presentations submittal
4. Develop online Scenic Byway Awards applications
5. Develop online conference sponsor/exhibitor opportunities information/submittal
6. Design artwork for online event registration (RegOnline system)
7. Write, edit and post conference news stories/teasers through August 2009
8. Post presentations and photos to the website post-conference
9. Other tasks as determined

Component 2: Printed Materials/Publications

Tasks include, but are not limited to, the following:

1. Edit, design and produce 9 bimonthly issues of the *Vistas* newsletter
2. Act as liaison with printer(s) and other necessary vendors
3. Write and design articles/resource sheets for selected topics (approximately four pages each)
4. Write and design brief one-page Web-based additional resource sheets/summaries for all Tele-Workshops (approximately 12 per year/24 through 2009)
5. Manage reprint of the Resource Center publication, *From Milestones to Mile-Markers: Understanding Historic Roads*
6. Redesign the Resource Center electronic publication, *Making the Grassroots Grow: Building and Maintaining Effective Byway Organizations*, to be Section 508-compliant based on the standards set forth by the FHWA (<http://www.access-board.gov/sec508/standards.htm>)
7. Provide writing, editing, design and production for the 2009 Scenic Byway Awards
 - o Develop logo
 - o Write summaries of applications
 - o Prepare report summarizing the recommendations of the selection committee
 - o Design/produce awards
 - o Write and design awards publication
 - o Prepare awards ceremony script and PowerPoint presentation
 - o Prepare a press kit for winners on CD containing a press release, images, publication, logo, and award
8. Edit, design and produce 2009 National Scenic Byways Conference registration brochure in printed and 508-compliant electronic formats
9. Edit, design and produce 2009 National Scenic Byways Conference on-site program in printed and 508-compliant electronic formats
10. Design and print signage as needed for the 2009 National Scenic Byways Conference
11. Manage letterhead, business card, and envelope reprints as needed
12. Other tasks as determined

IMPORTANT: Prior to working on individual tasks, the successful applicant shall submit a cost estimate for that particular task, including cost for writing, editing, design, production and printing, as determined. Additionally, any use of sub-contractors by the successful applicant will require cost estimates and pre-approval by the Resource Center.

Applicants are urged to review materials on the America's Byways Resource Center website, www.bywaysresourcecenter.org, for reference.

DELIVERABLES

Below is a listing of known products, grouped by project, and the approximate timelines or delivery dates. Dates are subject to change.

Project/Task:	Approximate Timeline/Delivery Date:
Online Database of Byway Projects	
<i>Launch database</i>	Late July/Early August 2008
Scenic Byway Awards	
<i>Design logo</i>	Mid-June 2008
<i>Develop online awards applications</i>	September 1, 2008
<i>Prepare application summaries</i>	December/January 2009
<i>Prepare report of committee recommendations</i>	February 2009
<i>Prepare awards publication, awards, press kit, PowerPoint and script</i>	April-July 2009
National Scenic Byways Conference	
<i>Develop online sponsorship/exhibitor information/submittal form</i>	August 2008
<i>Develop online Call for Presentations</i>	September 2008
<i>Design artwork for online registration</i>	October 2008
<i>Develop conference registration brochure</i>	February 2009
<i>Write, edit and post conference news stories</i>	Ongoing through August 2009
<i>Develop conference on-site program/signage</i>	August 2009
<i>Post presentations and photos on website</i>	Early September 2009
Publications/Printed Materials	
<i>Manage reprint of From Milestones to Mile-Markers publication</i>	September 2008
<i>Redesign Making the Grassroots Grow publication to be 508-compliant</i>	September 2008
<i>Produce bimonthly Vistas newsletters</i>	Ongoing through 2009
<i>Write and design topic-specific resource sheets</i>	Ongoing through 2009
<i>Write and design Tele-Workshop resource sheets</i>	Ongoing through 2009
<i>Manage stationary reprints</i>	As needed

PAYMENT SCHEDULE

Payment will be made after successful completion of the task or project. In instances when progress billing is necessary, prior approval by the Resource Center is required.

ADDITIONAL REQUIREMENTS

The successful applicant must:

- Demonstrate a proven understanding of 508-compliance regulations, as set forth by the Federal Highway Administration (FHWA)
- Have proven experience developing training publications
- Be able to develop creative concepts consistent with the look and image of existing Resource Center communications materials
- Be able to meet at the Resource Center offices in Duluth, Minnesota, on short notice, as determined by Resource Center
- Allow all creative concepts and deliverables prepared for the Resource Center to become the sole property of the Resource Center
- Comply with Subpart C of 49 CFR Part 29, Government Debarment and Suspension (Non-procurement). Further, the successful applicant shall flow down this requirement to applicable sub-awards by including a similar term or condition in lower-tier covered transactions. See 49 CFR Part 29 for details of this requirement (<http://www.dot.gov/ost/m60/grant/regs.htm>)
- Comply with Subpart B of 49 CFR Part 32, Government-wide Requirements for Drug-Free Workplace (Financial Assistance). See 49 CFR Part 32 for details of the requirement (<http://www.dot.gov/ost/m60/grant/regs.htm>)
- Comply with 49 CFR Part 18, Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments (<http://www.dot.gov/ost/m60/grant/regs.htm>)

OUTCOME AND PERFORMANCE STANDARDS

The contract award-winner shall:

1. Provide cost estimates and sub-contractor information/estimates prior to beginning work on tasks
2. Deliver products on time and within budget
3. Provide creative solutions, recommendations and advice and act in the best interest of the Resource Center
4. Be able to conform to Federal guidelines and requirements, as set forth by the FHWA
5. Have the flexibility to accomplish additional tasks not identified in the outline above, on time and within budget

PROPOSAL FORMAT

Interested respondents to this Request should follow the proposal format below.

PROFESSIONAL SERVICES: The successful applicant shall discuss their creative process, how they will work and communicate with the Resource Center to provide professional advice and recommendations with respect to the tasks outlined above, and how they will ensure completion of all tasks on time and within budget. Ability to meet the requirements of this Request should be addressed.

EXPERIENCE AND PERSONNEL: The successful applicant shall include in the proposal evidence of its ability to provide sufficient experienced personnel that have successfully completed work similar to what is being asked in this Request. A demonstrated understanding of the America's Byways Resource Center's

work and target market and a familiarity with past and existing Resource Center communications is essential.

AGENCY/COMPANY INFORMATION: The successful applicant shall include the following, at minimum.

1. Agency/Company name, address, and telephone number, and the same information for any sub-contractor or consultants.
2. Name, title and contact information of Project Manager, as well as a listing of all team members to be assigned to the tasks outlined above, with a brief resume of each.
3. A detailed description of previous relevant experience in website design and the development of training materials and event publicity materials that demonstrates a clear understanding of the Resource Center's communications and design needs.
4. Samples of design work.
5. A client list, with references and appropriate contact information.

BUDGET: The successful applicant shall include the hourly rates and fringe rates for all key personnel who will perform the tasks outlined above, as well as the agency's indirect rate.

SUBMISSION

Three (3) copies of the complete proposal, including any supporting documents, must be received by Friday, May 23, 2008 at 4:00 PM CDT:

Leah Kohlts, Events and Communications Manager
America's Byways Resource Center
394 Lake Avenue South, Suite 600
Duluth, MN 55802

All questions must be directed by e-mail to Leah Kohlts at lkohlts@byways.org.

EVALUATION AND SELECTION

All proposals will be reviewed by America's Byways Resource Center staff. Finalists will be selected based on the completeness of the proposal, experience with the Resource Center's target market and understanding of the tasks outlined in the request. An interview may be required for final selection and will be at the sole expense of the applicant. Upon selection, a written contract will be prepared containing the finalized scope of services, payment schedule and product delivery schedule.

All proposals will be rated on the ability to demonstrate the following:

1. Understanding of National Scenic Byways Program, America's Byways Resource Center, and the Resource Center's customer base (30 points)
2. Relevant work experience (20 points)
3. Understanding of the tasks outlined in the Request (20 points)
4. Fair and reasonable hourly rates for key personnel (20 points)
5. Completeness of proposal (10 points)