

ALAMO REGIONAL MOBILITY AUTHORITY

REQUEST FOR PROPOSALS COMMUNITY INVOLVEMENT CONSULTANT SERVICES FOR CONSTRUCTION PROJECTS

Issuance Date: May 18, 2009

The Alamo Regional Mobility Authority (“Alamo RMA”) is requesting information from professional firms interested in providing the Alamo RMA with Community Involvement services for construction projects being undertaken by the Alamo RMA. The selected firm or firms will be responsible for coordinating public information and involvement on behalf of the Alamo RMA for two construction projects, defined below, and will be required to maintain close coordination and communication with the selected construction team or teams providing the projects.

On May 14, 2009, the Alamo RMA Board of Directors authorized the issuance of a Request for Proposals (the “RFP”) from teams interested in providing the Alamo RMA with Community Involvement services.

Qualified respondents will be able to provide the Alamo RMA with strategic advice and staffing support in the development and implementation of public information programs, community relations, public involvement, media relations, promotions, special events, presentations, reports, newsletters, websites and research activities.

The length of term for this contract is estimated to be no less than three years, but will be subject to termination by either party to the contract with 60 days notice. Future renewal of this proposal is not anticipated at this time.

Firms submitting proposals must be well-established in the business of providing communication and marketing services to private sector clients. Experience working with governmental entities, transportation providers and construction projects is preferred.

The Alamo RMA reserves the right to interview respondents from a “short list” of eligible firms or to select directly from the qualified respondents that submit proposals. Scoring of the proposals will be based on the criteria above. Final scoring will occur following interviews of short-listed teams (if any interviews are conducted). The maximum qualitative score will be equal to 80% of the final score. Price proposals will be reviewed separately after the qualitative analysis has been completed. The maximum price score will be equal to 20% of the total score. The scoring will lead to a recommendation by the staff of the Alamo RMA. The recommendation of staff will be forwarded to the Board of Directors of the Alamo RMA. The Board of Directors will make the final selection of a respondent and authorize entry into the contract. Additional details concerning the procurement process for these services can be found in the Alamo RMA’s Policies and Procedures Governing Procurements of Goods and Services, available at www.alamorma.org (or upon written request to the Contact Person indicated below)

I. DESCRIPTION OF CONSTRUCTION PROJECTS

The construction projects being undertaken by the Alamo RMA, at this time, focus on improvements to the U.S. 281 North corridor in the form of operational and safety improvements (“Super Street”) through a traditional design-bid-build contract and the construction of four non-toll direct connections at the U.S. 281 North/Loop 1604 Interchange through a design/build contract. Both of these projects have received commitments of funding from the American Recovery and Reinvestment Act of 2009 (ARRA), and all requirements accompanying those funds will be in effect for public involvement and engagement activities relating to these projects.

II. SCOPE OF SERVICES

The scope of services to be provided by the Community Involvement firm or combination of firms may include, but not limited to, the following:

1. On an annual basis assist with the development of a Community Involvement plan for Construction Projects (“plan”) for the Alamo RMA. Support the development of an annual budget based on the needs identified in the plan, and funding available for the period covered by the plan.
2. 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.
3. Provide audio visual services as requested including, but not limited to, script development, videography, video editing, audio recording, and still photography.
4. Assist the Alamo RMA with media relations through the development and review of press releases and media alerts related to the construction projects. Assist with the solicitation of media coverage and help coordinate press conferences.
5. Provide planning, logistical and staffing support for the conduct of special events, public meetings, community forums and other public outreach and education activities.
6. Coordinate on a regular and ongoing basis the notification of construction closures and milestones for both construction projects being undertaken by the Alamo RMA.
7. Identify promotion opportunities and coordinate the acquisition of unique promotional items intended to enhance public awareness of the Alamo RMA, the projects being undertaken for construction, and related activities.
8. Develop methods to measure the effectiveness of the plan on an ongoing and regular basis.
9. Provide the Alamo RMA Board, Executive Director, and Community Relations Director with a quarterly update regarding key accomplishments.

III. SUBMISSION OF PROPOSALS

Interested parties are invited to tender their proposals by 4:00 p.m. Central Time on June 18, 2009, as established in this request. Qualifications submittals must contain the information set forth below, and must be submitted in conformance with the Procurement Policies and the procedures set forth in this RFP. Failure by a proposer to submit a qualifications proposal by the deadline established herein shall preclude such proposal from consideration by the Alamo RMA.

Updates and addenda to this RFP may be issued periodically prior to the deadline for responses and will be posted on the Alamo RMA’s web site at www.alamorma.org. Interested parties are responsible for monitoring the web site for new information, and submittals in response to this RFP will be expected to accommodate whatever procedural or substantive changes may be reflected by any new information or addenda posted on the web site.

IV. CONTENT OF RESPONSE SUBMITTALS

A submission in response to this RFP must include the following:

A. Entity Qualifications. Submittals should include the following regarding the firm or firms:

1. Brief history and general description of the firm
2. Capabilities and resources of personnel who would be assigned to this project
3. Synopsis of the firm's experience in providing marketing, public relations, education and outreach services to corporations and governmental entities, with particular emphasis on experience with transportation-related authorities or agencies and construction projects
4. Experience with development and implementation of marketing, advertising, and public education and outreach materials
5. Experience with developing a comprehensive multi-media campaign, including design content for same
6. An abstract of the firm's cost control procedures
7. 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
8. Summarize how the firm charges professional fees for the services described in the RFP, including non hourly rate charges.

B. Firm Organization, Staffing and Procedures

1. Provide a skeleton organizational chart identifying key project management and lead personnel for both the firm and any of its anticipated subconsultants. 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 Alamo RMA 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 and construction services.
2. Provide the names and resumes of all key personnel who currently are full time employees of the firm, or its anticipated subconsultants, 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 A to the response.

3. Provide the hourly rates for all key personnel and a description of how your firm plans to staff the project, including an estimate of the percentage of the services it is anticipated will be provided by each key employee. There will be no increase to the hourly fees during the three year contract period. The final contract amount will be negotiated based on the hourly rates provided and the Alamo RMA's approved Community Involvement Budget for Construction Services. This information shall be included as appendix B to the response and is limited to no more than 4 pages.
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.

C. Experience

A listing 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 2009-2012. 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 Alamo RMA's high priority assignments.

D. Conceptual Project Plan

As a part of the submittal, provide a draft concept on how your firm or firms will engage the community during the initial construction phase of each project, including estimated number of public events, and methods of outreach.

- E. **Conflict of Interest.** The Alamo RMA 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 Alamo RMA website at www.alamorma.org or from the Contact Person listed below. Provide the disclosures required by such policies.

Respondents must also identify each and every matter in which the respondent has, within the past three calendar years, represented any entity or individual with an interest adverse to the AlamoRMA or the Texas Department of Transportation, or to the State of Texas or any of its boards, agencies, commissions, universities, elected or appointed officials, or Bexar County. Provide a list of governmental entities located in Bexar County which services have been provided in past 3 calendar years. Briefly describe the services provided for each governmental entity in an appendix to the response. This will not be considered part of the page limit and will be appendix C to the response.

In addition, proposers and proposing team members are advised that if they are currently under contract to the Alamo RMA, or to the Alamo RMA's General Engineering Consultant ("GEC"), for the performance of work related to the Alamo RMA, they will be precluded from performing any additional work for the authority or the GEC related to the aspects of this request for proposals in the event they submit a proposal for consideration under this request.

- F. **DBE Requirements.** The Alamo RMA has adopted a *Business Opportunity Program and Policy (Disadvantaged Business Enterprises (DBEs) program)*. Information about this program is available at www.alamorma.org or from the Alamo RMA's DBE Liaison, Mr. Leroy Alloway, who may be contacted at (210) 495-5256. All Alamo RMA procurements are subject to the Alamo RMA Business Opportunity Policy, which establishes the Disadvantaged Business Enterprise ("DBE") Policy Statement and the Business Opportunity Program and Policy ("BOPP"). The BOPP provides DBEs full opportunity to participate in all Alamo RMA contracts. The goals for DBE participation are based on the type of contract, the availability of DBEs to perform the functions of the contract, and other factors.

V. PROCESS FOR EVALUATION OF SUBMITTALS AND CRITERIA TO BE UTILIZED

The review, evaluation, and processing of responses shall be in accordance the Procurement Policies of the Alamo RMA. The criteria, and the relative weight to be given to those criteria, are as follows:

- A. **Responsiveness.** Each submittal will be reviewed for (i) apparent mistakes which are unrelated to the substantive content of the proposal, (ii) conformity with the RFP instructions regarding organization and format, and (iii) the responsiveness of the submittal to the requirements set forth in this RFP. Although not included in the weighted criteria, the proposers' responsiveness will consider compliance with the requirements of Section IV. E- "Conflict of Interest" and Section IV. G- "DBE/HUB Requirements." Those proposals not responsive to the RFP may be excluded from further consideration. The Alamo RMA may also exclude from consideration any proposer whose submittal contains a material misrepresentation.

B. Response Evaluation Criteria. Each responsive submittal will be evaluated and scored according to the following criteria:

1. General Qualifications/ Experience: (50% weighting)

- The extent and depth of the proposing firm's or firms' experience, including their relative success, in carrying out projects of the kind, size and complexity as described in Section IV. A - "Entity Qualifications," effectively, on time and within budget.
- The depth and extent of the proposing entity's capability to carry out all potential responsibilities, as demonstrated by the experience of identified team members as indicated by the response to Section IV. C- "Experience"; and
- The extent and depth of experience of the management team and key personnel listed as required by Section IV. B - "Firm Organization, Staffing and Procedures".

2. Conceptual Project Plan: (30% weighting)

- The extent to which the conceptual project development plan presented in response to Section IV. D - "Conceptual Project Plan," is currently feasible;
- The extent to which the conceptual project development plan demonstrates the proposing entity's understanding of the size and complexity of the Project;
- The general approach to public involvement recognizing unique characteristics of the community and this Project;
- Demonstration of a sound approach to quality assurance and quality control.

3. Rates: (20% weighting)

Hourly rates as required under Section IV. A.8 and B - "Firm Organization, Staffing and Procedures" and commitment to rates not increasing over the three year life of this contract for personnel.

The order in which the evaluation criteria set forth above appears is not an indication of importance.

VI. QUALIFICATIONS EVALUATION PROCEDURE

The Alamo RMA anticipates forming one or more committees to review and evaluate the responses to this RFP in accordance with the above criteria and to make recommendations to the Alamo RMA Board of Directors based upon such analysis. At various times during the deliberations, the committee(s) may request respondents to supplement their previously submitted responses in writing and/or orally. The Alamo RMA may elect, in its sole discretion, to conduct interviews and if the Alamo RMA so elects, all qualified respondents shall be entitled to an interview with the committee(s).

Evaluations and rankings of proposing entities' submittals are subject to the sole discretion of the Alamo RMA, its board of directors, officers, staff, and such professional and other advisors as the Alamo RMA may designate. The Alamo RMA Board will make the final determinations of the proposing entities to be short-listed, as it deems appropriate, in its sole discretion.

VII. FORMAT OF RESPONSE AND PAGE LIMITATIONS

Each proposing entity shall submit one (1) original, four (4) copies, and one (1) CD of its proposal. Proposals shall be transmitted in a sealed package. Proposals shall be organized and formatted according to the following guidelines:

Submittals shall be presented in two (2) separately bound volumes using three-ring loose-leaf binders:

- A. **Project and Personnel Qualifications.** This volume must not exceed twenty (20) pages using a minimum 12-pitch font size, single-spaced. Each 8-1/2"x11" sheet may be printed on two sides (which shall be considered as two pages). Exhibits such as diagrams, schedules, organization charts, or other drawings (but not narrative text) may utilize 11"x17" sheets and each side used shall be considered two sheets in the 20 page count. Charts, graphs, diagrams, or other drawings may use a font smaller than the minimum 12 pitch font size that must be used for narrative text. This volume shall contain items identified under Section IV. A – "Entity Qualifications;" Section IV. B – "Firm Organization, Staffing and Procedures;" Section IV. C – "Experience;" Section IV. D – "Conceptual Project Plan;" Section IV. E – "Conflicts of Interest;" and Section IV. F – "DBE Requirements."
- B. **Appendix.** This volume will contain all required appendices listed in this RFP will not have a page limit, other than those specifically mentioned in the RFP section calling for each appendix.

VIII. TRANSMITTAL LETTER AND EXECUTIVE SUMMARY

The submittal shall be delivered to the Alamo RMA with a transmittal letter on the letterhead stationery of the proposing entity or the proposing entity's lead firm. A duly authorized official of the proposer or lead firm must execute the transmittal letter. The transmittal letter shall list all of the volumes of material being transmitted and list all appendices and exhibits.

In addition to the transmittal letter, an Executive Summary should be included with the submittal. This summary should be no more than three (3) pages, single-spaced, 12-pitch font. Neither the Executive Summary nor the Transmittal Letter will be counted against any other page limits. **The Executive Summary may be released to the public and the media. Confidential and proprietary materials should not be placed in the Executive Summary.**

IX. GENERAL INFORMATION.

The Alamo RMA reserves all rights available to it by law and in its Procurement Policies in administering this process, including without limitation, the right in its sole discretion to: reject any and all proposals at any time; terminate evaluation of any and all proposals at any time; suspend, discontinue or terminate negotiations with any proposer at any time prior to the actual authorized execution of an agreement by all parties; negotiate with a proposer without being bound by any provision in its proposal; or request or obtain additional information about any proposal(s).

Under no circumstances shall the Alamo RMA, or any of its agents, representatives, consultants, directors, officers or employees be liable for, or otherwise obligated to reimburse, the costs incurred by proposers, whether or not selected for submission of detailed proposals, in developing proposals or in negotiating agreements.

Any and all information the Alamo RMA makes available to proposers shall be as a convenience to the proposer and without representation or warranty of any kind. Proposers may not rely upon any oral responses to inquiries.

If a proposer has a question regarding this RFP or the Procurement Policies that is not raised at the pre-proposal conference described above, the proposer shall submit the question in writing to the person indicated below. Requests for copies of the Procurement Policies do not need to be in writing. In

submitting any proposal, the proposer shall be deemed to have unconditionally and irrevocably consented and agreed to the foregoing provisions and all other provisions of this RFP and the Procurement Policies.

Contacts: Questions concerning this RFP should be submitted in writing to the Alamo RMA, c/o Leroy Alloway, Director of Community Relations no later than 5:00 p.m. Central Time on June 12, 2009, or via email to info@AlamoRMA.org. Requests for copies of the Procurement Policies can be made by phone to (210) 495-5256 or downloaded from the Alamo RMA website, www.AlamorMA.org.

Submittals: Parties submitting proposals pursuant to this RFP must provide one original and six copies, along with a CD of the proposal, which must be received by the Alamo RMA by 4:00 p.m. Central Time on June 18, 2009. Proposals shall be submitted to the Alamo Regional Mobility Authority, c/o Leroy Alloway, Director of Community Relations, 1222 N. Main Avenue, Suite 1000, San Antonio, Texas 78212. Facsimile and/or e-mail submissions are not permitted.

Anti-Lobbying: Proposing entities, equity members of proposing entities, and representatives of the foregoing, are prohibited from contacting members of the Alamo RMA Board of Directors and, except as otherwise permitted herein, Alamo RMA staff or consultants, concerning the Project or this procurement from the date this RFP is released. Violation of this prohibition is grounds for disqualification, in which case the proposing entity (and its individual members) will not be considered for participation in the procurement of these services under this RFP.