

REQUEST FOR QUALIFICATIONS: SRTA Public Outreach Support

Issued May 24, 2018

Submittals are due by 4:00 PM on June 11, 2018

**Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
(530) 262-6190**



Need

The Shasta Regional Transportation Agency (SRTA) serves as the Metropolitan Planning Organization (MPO) and Regional Transportation Planning Agency (RTPA) for the cities of Anderson, Redding and Shasta Lake, and the county of Shasta. SRTA studies the region's transportation needs, plans and programs transportation improvements, and pursues all potential funding sources.

SRTA is committed to executing its mission to maximize state, federal and other revenues for cost-effective transportation investment strategies that connect communities, people and goods. It is important that SRTA reflect the values of the community it serves while maximizing potential funding opportunities.

Residents of the Shasta Region need to be informed of projects being delivered with transportation revenues, particularly those resulting from California Senate Bill 1: The Road Repair and Accountability Act of 2017 (SB1). A potential repeal of SB1 could impact road maintenance, regional jobs, public transit, redevelopment, and the economy. SRTA seeks a consultant to develop public outreach materials in coordination with SRTA and the Caltrans District 2 Public Information Office. Furthermore, the consultant shall coordinate their relevant activities with Shasta County and the cities of Redding, Shasta Lake, and Anderson.

In addition to SB1 outreach, SRTA regularly performs outreach to educate and inform the public about other transportation-related projects. Potential outreach activities may include, but not be limited to, press releases, media kits for SRTA and local jurisdictions, Facebook and Twitter posts, story maps, FAQs, short video productions, and webpage content.

Most or all of the work for the initial \$50,000 undertaking is anticipated to occur between July and October 2018.

Intent

SRTA seeks qualifications from vendors who are well-versed in effective public outreach regarding the benefits of public revenue programs such as SB1. SRTA's emphasis is on engaging and effective public outreach that meets all legal and ethical guidelines.

Schedule

SRTA will follow the timetable listed below:

- Issue RFQ: Thursday, May 24, 2018
- Deadline for written vendor questions: Wednesday, May 30, 2018 by 4:00 PM
- Deadline for SRTA responses to vendor questions: Friday, June 1, 2018
- Deadline for vendor submittal of Statement of Qualifications (SOQ): Monday, June 11, 2018 by 4:00 PM.

RFQ Questions and Contact Person

Questions

Questions concerning this RFQ will be responded to collectively, and made available for interested applicants via the SRTA website. All inquiries must be submitted in writing no later

than 4:00 PM on May 30, 2018 to the below contact person. **Questions taken from prospective vendors, and responded to by SRTA staff, will be reported on the [SRTA website](http://www.srta.ca.gov) no later than Friday, June 1, 2018.** Interested applicants must subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFQ, or for responses to questions received.

Contact Person(s)

Michael Kuker	or	Jennifer Pollom, AICP
Assistant Transportation Planner		Senior Transportation Planner
mkuker@srta.ca.gov		jpollom@srta.ca.gov
530-262-6204		530-262-6195

Vendor Qualifications

The intent of this RFQ is to enable SRTA to evaluate vendor experience, qualifications, capabilities, and value. Responders are to submit a narrative addressing each of the below numbered items:

1. **Transmittal Letter** signed by an officer who may contractually bind the business, including a description of the firm. The SOQ shall be a firm offer for a minimum of 90 days and contain a statement to that effect. The SOQ shall identify ongoing consultant commitments and how SRTA's needs and schedule fit within those commitments. The letter should also note how the respondent heard of the RFQ.
2. **Relevant Public Outreach Experience**
 - A. List relevant clients
 - B. Explain relevant experience and provide examples
 - C. References (Please list a minimum of three references and no more than five, including all contact information below.)
 1. Client Name
 2. Client Contact Person
 3. Phone Number and Email Address
 4. Client Physical Address
 5. Website Address
3. **Company Profile**
 - A. Number of years in business
 - B. Office location(s) (Include business address(es))
 - C. Organization Chart
 - D. Rate schedule by employee and job title and other expenses for services/products, as applicable, including delineation of profit
 - E. Disadvantaged Business Enterprise (DBE) designation and certification information, if applicable
4. **Team Members/Roles (list all personnel to be assigned to this project)**
 - A. Name, title, role (e.g., project management, public relations, web developer)
 - B. Qualifications of key personnel proposed for the contract
 - C. Office location of project manager/main point-of-contact

5. **Vendor Service Capabilities (Describe all applicable)**

The listing below represents functional categories and is **not** comprehensive; others may be recommended or added:

- A. Coordination with Caltrans District 2 Public Information Office and as relevant to local jurisdictions
- B. Developing and issuing press releases
- C. Developing media kits for SRTA and local jurisdictions
- D. Social media posts, including Twitter, Facebook, and Instagram
- E. Developing online story maps to show completed, in-progress, and planned projects in the Shasta Region.
- F. Developing FAQs
- G. Developing short video productions
- H. Website development
- I. Other (as recommended or added by vendor)

Deliverables

To respond to this RFQ, please complete and return your Statement of Qualifications (SOQ) regarding items 1-5 under the above Vendor Qualifications section. SRTA requests that the submittal be no more than 20 pages total, including attachments.

Evaluation Criteria

A consultant selection committee will evaluate the SOQs using the below evaluation criteria and will also perform random reference checks.

Table 1 – Consultant Qualifications Criteria Evaluation

Criteria	Scoring
Overall Experience of Firm	15
Qualifications of Staff	15
Vendor Service Capabilities	15
Value	10
DBE	5
Total:	60

Vendor Selection Process

A selection committee will select a vendor or vendors and establish a vendor list by the following process:

1. Based on the evaluation criteria scoring and information received from references, the committee will select one vendor for public outreach support. Furthermore, said committee will place qualified vendors on a public outreach vendor list—to be valid for three years.
2. The highest ranked vendor(s) may be invited to participate in a phone or in-person interview.
3. As additional project needs arise, SRTA will interview the best qualified vendors from the vendor list for applicable project(s) and select the top-ranked vendor with whom to proceed with contract negotiations. As noted above, SRTA expects to engage with at

least one firm immediately regarding the initial public outreach support for up to \$50,000.

4. Selected vendor(s) will be provided a copy of SRTA's technical services agreement to review and proceed with contract negotiations. The technical services agreement will also include the rates provided in the submitted SOQ.
5. If agreement on a fair and reasonable price:
 - A. cannot be reached, negotiations will be terminated and SRTA will proceed to negotiate with the next most qualified consultant, etc.
 - B. is reached, SRTA and the consultant will enter into a technical services agreement.

Response Deadline

The deadline for SOQ is **Monday, June 11, 2018, at 4:00 PM**. Submit an electronic copy to srta@srta.ca.gov.

Submittals that are not submitted on, or before, the specified deadline will not be accepted—no exceptions. SRTA reserves the right to request follow-up information or clarification from vendors in consideration.

Other Information

Each response to this RFQ, and any resultant interviews, and follow-up scoping and/or negotiating meetings/sessions, shall be done at the sole cost and expense of each respondent vendor and with the express understanding that no claims against SRTA for reimbursement will be accepted until work on a specific project commences after the execution of the technical services agreement and issuance of a Notice to Proceed.

Payment Options

For public outreach support, SRTA intends to enter into a time-and-material contract, not to exceed \$50,000. The possibility exists for the vendor to be on retainer with SRTA where the agency pays the vendor upfront and the vendor bills against the retainer.