

Panhandle Regional Planning Commission

And

**Panhandle Regional Organization to Maximize Public
Transportation (PROMPT)**

Request for Proposal:

**Public Information and Education Campaign for
Texas Panhandle Regional Public Transportation**

All proposals must be received by November 13th, 2020

415 S.W. 8th Avenue, Amarillo, Texas 79101

www.theprpc.org



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A. Purpose

The Panhandle Regional Planning Commission (PRPC) and the Panhandle Regional Organization to Maximize Public Transportation (PROMPT) is requesting Proposals from Consultants to provide graphic design, web design, and marketing services in support of a Public Education and Information Campaign in the Panhandle Region. The Panhandle Region is defined as the top twenty-six counties including: Armstrong, Briscoe, Carson, Castro, Childress, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, and Wheeler.

PRPC and PROMPT are seeking a consultant to develop a comprehensive public information and education campaign to include, but not limited to: print materials in the form of flyers, brochures, toolkits, factsheets, digital materials to include branding, brand messaging, all print materials listed, and web design services to include an interactive website designed with mobility management in mind, and translation services for all print, digital, and web materials.

To achieve the expectations for a fully comprehensive public information and education campaign, the PRPC and PROMPT board seek to develop materials and marketing strategies that target the primary and secondary audiences as defined here: The primary audience for this project will be individuals in poverty (<80% of the national per-capita income rate) and disabled individuals that need access to sustainable wage jobs and post-secondary educational opportunities. The secondary audience for this project will be elderly persons (65+) that are increasingly utilizing technology. In addition, the PRPC and PROMPT board are seeking to integrate an already developed mobile phone application and associated public information materials into this project. To be effective, this project must include marketing strategies that include translation services and outreach to the primary and secondary audiences identified in this Request for Proposals.

The following represent a summary of the four primary outcomes of the public education campaign:

1. Develop marketing strategies for comprehensive public education;
2. Assess stakeholder perspectives, goals, and priorities to ensure the campaign aligns with community expectations;
3. Establish a sustainable public education and information campaign that can evolve with the changing needs of the region;
4. Assess effectiveness of public education campaign and replicability in other regions.

B. Background

The Panhandle Regional Planning Commission (PRPC) was established in 1969 as a political subdivision of the State of Texas organized under Chapter 391 of the Texas Local Government Code. The PRPC is a regional organization made up of member counties (twenty-six) and member municipalities (sixty-three). The PRPC administers grants, water planning groups, regional transportation planning groups, and is the administrative agent for numerous other regional organizations in the Panhandle.

On January 26, 2006, the PRPC Board of Directors adopted Administrative Regulation Number 37 authorizing the creation of the Panhandle Regional Transportation Advisory Group (RTAG). Subsequently, in 2011 the group's name was modified to the Panhandle Regional Organization to Maximize Public Transportation (PROMPT) to better reflect the group's mission. The PROMPT Board serves as the guiding body for the Regional Transportation Coordination effort conducted by PRPC with TXDOT funding. Members of the PROMPT board include representatives from transit providers in the region, advocates for the elderly, advocates for persons with disabilities, advocates for veterans, advocates for children, elected officials, and members of the general public.

The PRPC and PROMPT Board have applied for grant funding for transportation demonstration projects, including the One Ride Now mobile phone application which provides real-time bus tracking data for the City of Amarillo's Transit department. The PRPC and PROMPT Board have received funding notification for a new demonstration project which will encompass both print and digital media for distribution to current riders, potential riders, persons in the region who are unaware of their transit options, transit agencies, and human services agencies.

C. Recent Resource Documents and Data

The below is a list of documents that are or will be available that serve as resources. Additional and applicable information may exist and this list is not intended to be inclusive:

- 2017-2022 Regionally Coordinated Transportation Plan
- 2023-2027 Regionally Coordinated Transportation Planning Data
- One Ride Now Mobile Phone Application Data
- Branding and public information from all transit agencies and partners in the region

D. Scope of Services

For the purpose of this Scope of Services, the term "transportation" is general and intended to include all users and public transportation options. All Tasks shall consider and integrate safe accessibility for users with various types of disabilities.

TASK 1. Branding and Strategic Planning

- a) Review existing data, branding, and public information strategies in the region.
- b) Coordination with PROMPT Board and PRPC Staff to compile strategies for public information and education in the region through marketing, outreach, and other avenues.
- c) Collaborative design of branding and final strategies for implementation of public education campaign.

Deliverables: Report on branding and strategies for implementation of public information and education campaign.

TASK 2. Community Engagement

- a) Participate in broad-based community and stakeholder outreach, as lead by PRPC Staff, including a wide-range of engagement strategies that will solicit valuable input throughout the development of the public education campaign.
- b) Community engagement is anticipated to include major agency and community stakeholders, such as the West Texas A&M University, Amarillo College, Panhandle Community Services, Logisticare Transit Services, City of Amarillo Transit, CORD Care, Family Support Services, DSHS, Downtown Women’s Center, various non-profit human services agencies, various city representatives, county representatives, transit riders, and interested parties.

EXCLUDED: Event/meeting coordination or hosting, survey development, or other tasks beyond general support of PRPC-led engagement efforts.

Deliverables: Visuals, data, maps, other content, and participation at various public forums.

TASK 3. Development of Public Information Materials as Informed by Public Involvement

- a) Development of print, digital, and web materials as informed by public involvement, existing data, and strategies developed in Task 1.
- b) Materials are expected to include, but not limited to: flyers, brochures, signage, toolkits, factsheets, one pagers, PSA scripts, specific brand messaging, educational presentation, etc.

Deliverables: Public Information and Education Materials as described above.

TASK 4. Development of an Interactive Website Informed by Mobility Management and Public Involvement

- a) Development of an interactive website that collects specific user information and directs the user to a relevant third-party website, phone, number or other option based on the user input.
- b) Development of web pages/web elements which serve as a repository of all digital and print materials for use by agencies in the region for the promotion of transit education.

Deliverables: Website as described above and all associated materials.

TASK 5. Translation Services for all Materials

- a) All generated campaign materials should be translated into languages specified during the public involvement phase of the project.

Deliverables: Translated Materials.

TASK 6. Final Report on Data Collection

- a) Conduct relevant data collection for all digital and other strategies implemented for public education campaign.

Deliverable: Final report on Data Collection.

E. Proposal Format and Content

The Proposal shall contain the sections listed below and shall respond fully to all requirements of the RFP. Proposals are limited to 30 single-sided (8-1/2" x 11") pages, not including a cover page or dividers, no less than 11-point font. Submittals which do not address the items in this section may be considered incomplete and may be deemed non-responsive by the Review Committee.

1. **LETTER OF INTENT:** Provide a letter of interest signed by an authorized Consultant representative, including contact information. The Proposal shall identify in which office(s) the majority of the work will occur. Inclusion of all the items indicated above will constitute a passing score for this section (2-pages maximum).

2. **PROPOSAL NARRATIVE:** The proposal shall include a description of your organization's approach to executing the work associated with this project and your organization's experience and involvement with websites and graphic design. The narrative must provide the location, size and description of your office or organization. Additionally, the narrative must include information related to services offered and the location, size and description of any sub-consultants that may be employed as part of the project team along with a description of how your organization will make itself available in-region as needed. The narrative must also demonstrate the organizations capacity and familiarity with public information and education campaigns.

3. **TEAM MEMBERS AND PAST PERFORMANCE:** The proposal shall include a project team member organizational chart and a listing and biography of key individuals proposed to be assigned to the project with emphasis on a designated Project Manager. The Project Manager should be the individual conducting the day-to-day activities on this project. The Project Manager is not the principal-in-charge unless the principal is actually performing the work.

Each individual's proposed position/responsibility shall be indicated. Special emphasis shall be provided to the individual's background, qualifications, certifications, experience on related and/or similar projects, and the location where their work will be performed.

At least five (5) client references, including name, description of past working relationship, and current contact information, shall be listed for each key individual who is proposed in the organization chart. Describe the project completed with each of the five (5) client references in detail. Professional licenses, including discipline and state of licensure, shall be designated for each individual if applicable. All known design-professional sub-consultants needed to complete the project (individual or firm) must be identified in this section.

4. **COST:** The proposal shall include a detailed cost estimate for the tasks and deliverables as described in this RFP. Include information regarding hours spent on tasks by specific personnel and any associated subcontract expenses.

5. **PROJECT UNDERSTANDING:** The proposal shall include a general description of the Consultant's understanding of the community's challenges (current and future) and intended outcome of the education campaign. Include the Proposer's approach to achieving the Scope of Services provided in the RFP, including details to implement the tasks, any foreseeable

challenges, and risk mitigation measures. Include any assumptions, suggested revisions to the scope or services, and list any additional documents or resources necessary to complete the Work.

6. PROJECT SCHEDULE: The Consultant shall provide a detailed project schedule, to include significant project milestones, in order to allow for project completion by the date outlined in Section G, Project Schedule. List proposed project staff commitments on other projects in relation to their availability for this project.

ADDITIONAL DOCUMENTATION:

FEDERAL CLAUSES (PTN-130): The Consultant shall provide a copy of the enclosed Form PTN-130 signed and returned with the proposal. Consultants must review the Form PTN-130 and fill out sections **T** and **U** in the document. This document is excluded from the 30-page limit for proposals and is required due to the funding source for this project. Proposals that do not include the Form PTN-130 will not be considered.

F. Review and Evaluation of Proposals

Responses to this RFP will be evaluated and ranked by a Review Committee consisting of Staff from the PRPC and PROMPT organizations. Selection will be based on the following criteria (230 points total):

Category	Maximum Points
Familiarity with Public Information and Education Campaigns	30
Relevant Experience of the Organization	20
Ability to Perform & Establish a Transit Awareness Campaign	30
Cost	40
Availability of the Organization's Team Members	20
Organization's Familiarity with Panhandle Region	30
Capacity to Develop Reporting Modules	10
Familiarity with the Needs of the Target Audience	30
Project Approach	20
Total:	230

Final ranking and selection may be made after oral interviews of the top two or three Consultants at the discretion of the PRPC and PROMPT Board. If applicable, the oral interviews will be scheduled within two weeks after the RFP due date and will be factored into the final scoring as indicated above.

G. Project Schedule

The following is a schedule of project milestones; all dates are subject to change.

Milestone	Date
Issue RFP	Monday, October 12, 2020
RFP Due Date	Friday, November 13, 2020
Evaluation, Interviews (if needed), Selection	November 16 – 27, 2020
PROMPT & PRPC Board Approval	December 1-17, 2020
Estimated Contract Award	Monday, December 21, 2020
Project Begin	Friday, January 1, 2021
Project End	Tuesday, February 1, 2022

H. Submissions and Inquiries

PRPC Staff encourages disadvantaged, minority, and women-owned Consultants to respond. Submit five (5) physical copies and one (1) electronic pdf copy of your response to:

Mrs. Katie Paul
Local Government Services Program Coordinator
Panhandle Regional Planning Commission
415 S.W. 8th Ave.
Amarillo, TX 79105

Proposals will be received by Panhandle Regional Planning Commission at the address listed above until 5:00pm (CST) on November 13, 2020.

Responses will be reviewed and considered by PRPC Staff, the PROMPT Advisory Committee, and the PRPC Board. RFP's must be clearly marked on the outside of the package with the following descriptions:

“Panhandle Regional Planning Commission Request for Proposal – Transit Public Information Campaign”.

Proposals that do not arrive by closing time and date *will not be accepted* for consideration. Applicants may submit their proposals any time prior to the above stated deadline.

Any questions regarding this project should only be directed in writing no later than November 2nd, 2020 at 12:00:00 PM local time to Katie Paul, LGS Coordinator, at kpaul@theprpc.org.

I. Terms, Conditions, and Exceptions

- A.** This is a request for proposal, but is not itself an offer and must under no circumstances be construed as an offer.
- B.** PRPC reserves the right to alter, amend, or modify any provision of this RFP, or to withdraw this RFP, at any time prior to the award of a contract pursuant hereto, if it is in the best interest of PRPC to do so.
- C.** PRPC reserves the right to waive informalities and minor irregularities in proposals received.
- D.** PRPC must not be obligated to accept the lowest priced proposal, but will make an award in the best interest of the PRPC after all factors have been evaluated.
- E.** Any irregularities or lack of clarity in the RFP should be brought to the PRPC's designee's attention as soon as possible so that corrective addenda may be furnished to prospective applications.
- F.** Proposals must include any and all proposed terms and conditions, including, without limitation, written warranties, maintenance/service agreements, license agreements, lease purchase agreements and the applicant's standard contract language. The omission of these documents renders a proposal non-responsive.
- G.** PRPC has adopted many of the required State of Texas contractual provisions.
- H.** Proposals, which appear unrealistic in the terms of technical commitments, lack of technical competence, or are indicative of failure to comprehend the complexity of the contract, may be rejected.
- I.** Proposals may be withdrawn by written or facsimile notice received prior to the proposal's opening time.
- J.** Each applicant must disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from the RFP. Any such relationship that might be perceived or represented as a conflict should be disclosed.
- K.** Each applicant must include in its proposal a complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation, or investigation pending which involves the applicant or in which the applicant has been judged guilty or liable. Failure to comply with the terms of this provision will disqualify Respondent. PRPC reserves the right to reject any proposal based upon the applicant's prior history with Authority or with any other party, which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, significant failure(s) to meet contract milestones, or other contractual failures.
- L.** Applicant understands and acknowledges that the representations above are material and important and will be relied on by the PRPC in evaluation of the proposal. Any applicant misrepresentation must be treated as fraudulent concealment from the PRPC of the true facts relating to the proposal.

- M.** The PRPC may reject any or all submissions received in response to the request at any time prior to entering into a written agreement.
- N.** In the event the party selected does not enter into the required agreement to carry out the purposes described in this request, the PRPC may, in addition to any other rights and remedies available at law or in equity, commence negotiations with another person or entity.
- O.** In no event must any obligation of any kind be enforceable against the PRPC and/or its assigned designees unless and until a written agreement is entered into.
- P.** Each respondent agrees to bear all costs and expenses of its response and there must be no reimbursement for any costs and expenses relating to the preparation of proposals submitted hereunder for any costs or expenses incurred during the negotiations.
- Q.** Resolution of protested solicitations and awards
- 1. RFP Protest Procedures*
- a. A protest shall be submitted to the PRPC's designated official within seven (7) calendar days of the time the basis of the protest became known or should have become known.
- b. The protest shall be submitted in writing and identify the protester, the solicitation being protested and specifically identify the basis for protest, providing all pertinent information regarding the solicitation, contract and/or actions of the PRPC.
- c. A grievance hearing may be held at the request of the protester. All interested parties shall be given
- (1) written notice of the date, time and place of the hearing;
- (2) an opportunity to present evidence;
- (3) a written decision within 60 days after the hearing; and
- (4) notice of appeal rights.
- 2. Appeals*
- a. Appeals from PRPC decisions to the grantor agency are limited to:
- (1) violations of federal law or regulations and the standards of Section __.36 of the Uniform Administration Requirements for Grants and Cooperative Agreements to State and Local Governments; and
- (2) violations of PRPC's protest procedures for failure to review a complaint or protest.
- b. Protests received by the grantor agency, other than as specified in subsection (a) above, are to be referred to PRPC.
- c. Such appeal may be made only after exhausting all administrative remedies through the PRPC.
- R.** Disclosure
1. PRPC shall disclose all information regarding a protest to the grantor agency.
- S.** Resolution of contract disputes

1. Upon breach or default, the PRPC shall give the contractor written notice of default. If the default is not remedied to the satisfaction and approval of the PRPC, default will be declared.
2. Upon breach of contract or default, the PRPC may exercise any and all of its rights afforded by law, including but not limited to:
 - a. taking possession of the assigned premises and any fees accrued or becoming due to date; or
 - b. taking possession of all goods, fixtures and materials and may foreclose its lien against any personal property, applying the proceeds towards any deficiencies, fees due or becoming due under the agreement.