

TANGIPAHOA PARISH GOVERNMENT
REQUEST FOR PROPOSALS
FOR URBANIZED TRANSIT MARKETING/MEDIA SERVICES

The Tangipahoa Parish Government is currently receiving FTA urbanized area 5307 funds to operate public transit services in the urbanized Hammond and Ponchatoula areas. At the present time, these services have been temporarily suspended pending a lifting of COVID virus limitations and so that new operational protocols can be implemented. The Parish is interested in procuring the services of a media & marketing consultant to assist the Parish in its planning for the re-starting of such transit bus services to the general public.

All such services shall be in accordance with the FTA requirements for the 5307 program and the related administrative standards, including the Title VI program, DBE requirements, and other federal special conditions.

All responses received will be evaluated in accordance with the selection criteria and corresponding point system which are identified in the request for proposal informational package available from Tangipahoa Parish Government. Information regarding the scope of work, expected services, and point system may be obtained from Tangipahoa Parish, Donna Domiano, Purchasing Agent at (985) 748-3211, or at ddomiano@tangipahoa.org.

The Parish will award a contract to the respondent obtaining the highest score in the evaluation process, with final fee and price negotiations being evaluated for reasonableness.

Pertinent qualification information desired will at a minimum consist of:

- A. Specialized experience or technical expertise of the firm and/or its personnel in connection with the type of service to be provided.
- B. Past record of performance on contracts with the local governing body and other clients, including quality of work, timeliness, understanding of the subject matter.
- C. Methodology provided, including time period and scheduling of deliverables.
- D. Other related, pertinent information, such as costs evaluation, use of small or DBE entities, and availability to the client.

Small and DBE certified firms and use of DBE sub-contractors and /or Section 3 local businesses are encouraged to participate.

The Tangipahoa Parish Government is an Equal Opportunity employer. All replies shall be received via postal mail or email delivered to the Tangipahoa Parish Annex Building in Amite no later than 3:00 P.M. on April 9, 2021, and shall be addressed to:

Tangipahoa Parish Government
Donna Domiano, Purchasing Agent
Accounting and Grants Management
206 E. Mulberry Street/P.O. Box 215
Amite, Louisiana 70422

Questions submitted prior to 48 hours before the deadline time and date can be submitted via email to ddomiano@tangipahoa.org.

PART 1—Media/Marketing Planning Assistance

The overall project scope of work, costs allowed, fees, and timeline will be determined by the Parish in relation to its approved Parish guidelines and FTA regulations, and an acceptable proposal from the Submitting Consultant. A fixed sum contract, with sub-category tasks fee estimates for project deliverables, on a cost reimbursement basis, will be negotiated with the selected planning-marketing firm for the project, with the actual fees for services subject to approval by the Parish. The Parish will review any proposed fee and reimbursement tables provided by the selected consultant for cost reasonableness. A fee table for services and staff positions shall also be included as an appendix to the submittal.

PART 2— Request for Proposal Statements

RFPs will be accepted by the Parish until 3:00 p.m. on April 9, 2021. In order to be considered, submittals must be received prior to the time and date specified herein at the location specified. The Parish reserves the right to reject any or all responses for late or incomplete submission. All written responses shall be sealed and the outside of the envelope marked: “FTA TRANSIT MARKETING” with 2 copies provided.

All submittals will be ranked by a Parish appointed selection committee, with the highest rated firm being awarded a contract, after appropriate negotiations. The submittal must include a brief history of the firm and a resume of each person in the firm who will be assigned to the project, experience with similar type projects, and examples of past projects completed. A Methodology and Time Schedule for preparing various documents and deliverables must also be included in the submittal, along with a fixed sum fee and sub-task fees broken out, schedule of fees typically charged, including a description of additional costs not included in the proposed fee. Also, please provide identification information as to any subconsultants and their role in the project, and if any of the subs are considered certified DBE firms, which the Parish encourages. Please also include a list of appropriate references for past jobs that are similar to this one.

Note that registration in the federal SAM system is required of all selected consultants and sub-contractors prior to contract approval.

At least two printed copies of the RFP package must be provided by mail or hand-carried or emailed to the attention of Donna Domiano, Purchasing Agent for Tangipahoa Parish, P.O. Box 215, 206 E. Mulberry Street, Amite, La. 70422. Emailed questions can be sent to Ms. Domiano at ddomiano@tangipahoa.org until 3 pm on April 9, 2021.

The Scope of Services to be provided to the Parish through this RFP will include, but not necessarily be limited to:

1. Social Media Management – assist the Parish and the transit subcontractor, Voluntary Council on Aging, with management of social media channels for project dissemination of messaging throughout the duration of the 3 month re-introduction campaign, including amended concepts, comment response, and engagement.
2. Messaging – creation of messaging for use across various mediums to promote the re-startup and availability of the Parish Urban Transit bus services in a way that is consistent with the Parish-approved brand message and overall re-start up service plan.
3. Graphic Design – design and delivery of graphically designed elements for print and advertising, including two different styles of flyers and other physically printed elements approved of by the Parish, also to be used in digital formats.
4. Ad/Boosted Post Management – creation and management of geotargeted messaging across social media platforms and search engines.
5. Website and Landing Page Design – creation of informational website landing page for the Parish, to be used as a hub of information regarding the transit ad campaign.
6. Email Marketing – Execution of email messaging via an email public marketing program to inform the public regarding the re-startup bus service campaign.
7. After 2-month period of marketing campaign, consultant meetings with Tangipahoa Parish and the Council on Aging to evaluate the results of the campaign and discussion of needed changes.

PART 3--SELECTION CRITERIA

All responses to this solicitation will be evaluated according to the following outlined criteria and will be evaluated on the bases of any written materials submitted, along with a Parish verification of previous work references and products. Incomplete or misleading/incorrect information may result in disqualification of a submittal. After initial qualification, the highest scoring firm will be interviewed for reasonable cost negotiation and pricing considerations in relationship to approved project fees.

EVALUATION CONSIDERATIONS

1. Experience of the firm, in projects and in years, in successfully providing marketing, planning and analysis consulting services to other similar projects or communities, particularly those

funded through Tangipahoa Parish, similar parishes, or the LA DOTD or the Federal Transit Administration (please identify those).(up to 30 points).

2. Knowledge, education, and background of assigned staff members and/or sub-consultants that are involved with the proposed project. (up to 20 points). Include a listing and background of which staff members will be involved with this particular submittal and knowledge of similar projects and abilities to successfully prepare the needed media packages.
3. Timeliness and methods in being able to quickly complete the scope/tasks listed above based upon a written task and time schedule of no more than 90 days beginning from the date of contract signing. (up to 20 points)
4. An additional maximum of 10 points will be provided if the primary respondent firm, or a substantial sub-consultant role and involvement with this project, is certified as a DBE firm.

Consultant total fees will be negotiated with the highest rated firm(s) based upon cost reasonableness and typical fee scales and rates, which must be included in the project RFP submission response. The Parish of Tangipahoa is an Equal Opportunity Employer and encourages the submission by DBE certified firms and the use of DBE sub-contractors.

Questions concerning this proposal should be addressed to Purchasing Agent Donna Domiano at ddomiano@tangipahoa.org.