



REQUEST FOR PROPOSALS (RFP) C-00720

FOR

MARKETING & COMMUNICATIONS SERVICES

RFP Issue Date: 06/12/2020

RFP Response Due Date: 07/08/2020

RESPONSIBLE DEPARTMENT

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Director of Public Affairs & Communications

PROCUREMENT DEPARTMENT

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I. INTRODUCTION

The Tampa Hillsborough County Expressway Authority (THEA or the Authority) is soliciting the services of a communications proposer to provide innovative communication services that will inform current customers and the public of the Authority's activities, assist the Authority in pursuing and implementing its programs and projects, provide technical and support services as required, and support the Authority's Director of Public Affairs & Communications initiatives.

As the Authority's General Communications Consultant, the selected proposer would be required to provide support for projects and PD&E studies and would therefore not be eligible to be a consultant on a THEA project or study. The work will be assigned on an as-needed basis.

II. SCOPE OF SERVICES

In general, the proposer should have a strong understanding of the Tampa Bay region with a track record of successful marketing, communications, or public relations campaigns. THEA is looking for the proposer to have knowledge, experience, and expertise in the following:

- Strategic Campaigns (Marketing, Public Relations, Communications)
- Social Media
- Mainstream Media Relations
- Writing
- Printed Material Design and Production
- Website Design and Updates
- Special Events
- Crisis Communication
- Account Management
- Market Research

The proposer will also be expected to perform work in the following areas. Examples listed in each area do not represent a complete list of possible duties:

Strategic Campaigns

- Creative Strategic Communications, Marketing, Public Relations and Branding Campaigns
- Short and long-term communications planning
- Develop and implement different message platforms
- Initiatives to influence public opinion, reach new marketing and increase THEA's Brand awareness
- Analysis and incorporation of market research in campaigns
- Measurement and evaluation of results of campaign

Mainstream Media Relations

- Proactive media outreach based on unique story angle development
- Knowledge of print and electronic media
- Creation of a comprehensive media list
- Expertly crafted press kits and media releases
- Editorial briefings and media tours
- Online newsrooms
- Media/Ambassador training for THEA team members

Social Media

- Development of visual libraries of photography and video, including “non-produced” videos
- Ideas for and production of content for all platforms
- Monthly calendars for all platforms and groups
- Responds to comments
- Monitoring and reposting relevant content

Writing, Design and Production

- Speechwriting
- Audiovisual presentations
- Electronic Newsletters
- Brochures
- Direct mail
- Website copy
- Entries for awards
- By-lined articles
- Op-eds and letters to the editor

Special Events

- Press conferences
- Media tours/receptions
- Consumer events – public venues, retail events, civic and society events
- Community relations and charities
- Business-to-business events
- Trade show support
- Speaking platforms
- Lectures, workshops, seminars, and panel discussions

Crisis Communications

- Planning to protect a company's image, whether the crisis is manmade or a natural disaster
- Implementation of crisis programs, including coordination of all activities, such as press materials, website information, employee communications, news bureau operations and press briefings
- Guidance to spokespersons to handle negative press and answer difficult questions
- Crisis training simulations and workshops

Market Research

- Develop research strategies
- Public opinion research (data analysis and reporting)
- Conduct focus groups, surveys, and polling

Account Management

The proposer shall provide Project Development Management, including planning, scheduling, directing and controlling project activities from concept development through the completion of a project. Ability to budget for campaigns, projects, studies and general communications with proven ability to keep such within budget.

III. INSTRUCTIONS TO PROPOSERS

1. The Authority must receive all proposals at the locations stated in the TIMETABLE section, **no later than 2:00 PM Eastern on July 8, 2020**. Any submittal received after the stated time and date shall not be considered. It shall be the sole responsibility of the proposer to have its package delivered to the Authority via email to: Man.Le@tampa-xway.com
A confirmation email from THEA will be provided within one-hour of submittal.
2. Each proposer shall submit the following examples of their work:
 - Website Redesign – Before/After graphics (limit 2; Include cost, timeline and any results)
 - Electronic Newsletters – Examples (limit 2; include cost and results)
 - Printed Materials – Examples (limit 2; include cost, distribution)
 - Marketing/Communications/Public Relations/Brand Awareness Campaigns (limit 2; include cost, elements, graphics, results)
 - Writing – rewrite THEA boilerplate (see Exhibit D)
 - Organization of Special Event (limit 1; include cost, attendance, elements)
3. Type size shall not be less than 10 point font. The RFP shall be indexed and all pages sequentially numbered. All pages, except examples of the proposer's work, shall be 8 ½" by 11.

4. The Authority shall not be liable for any expenses incurred in the preparation or presentation of the proposals.
5. The Authority reserves the right to accept or reject any or all RFP, to waive irregularities and technicalities, and to request resubmission or to re-advertise for all or any part of the services. The Authority shall be the sole judge of the submittals and the resulting negotiated agreement and the Authority's decision shall be final.
6. Joint proposals will not be accepted.
7. The successful proposer shall be required to execute an agreement, in form and content acceptable to the Authority, indemnifying and holding harmless the Authority, its officials, officers, employees, and agents from all claims.
8. **Proposers, their agents, or associates shall refrain from contacting or soliciting any Authority staff or members of the Board of Directors, either directly or indirectly regarding this RFP during the selection process. Failure to comply with this provision may result in the disqualification of the proposer. All requests for clarification or additional information should be made in writing via email by the deadline in the TIMETABLE section to: Man.Le@tampa-xway.com**

IV. QUALIFICATIONS:

- A. This RFP shall include, but not be limited to, responses to the following requirements:
 1. Transmittal Letter, summarizing the key points in the RFP. Such Transmittal Letter shall be signed by an officer of the proposer who is responsible for committing the proposer's resources. The letter should include the following (Two (2) page limit):
 - a. Legal name and federal taxpayer identification number of the proposer submitting the proposal & contact information
 - b. Name and title of the individual with responsibility for the Proposal and to whom matters regarding the Proposal should be directed
 - c. Mailing address
 - d. Telephone, fax number and e-mail address of the proposer's primary contact
 - e. Brief narrative of the proposer's: (1) qualifications & capabilities to provide Marketing & Communication Services to the Authority as outlined in the Scope of Services of this RFP.
 - f. Describe the experience and expertise of specific individuals within the proposer who would perform the services outlined in this RFP.

2. Examples of work as described in the INSTRUCTION TO PROPOSERS section.
3. The following shall be repeated in your Proposal and signed by an individual authorized to bind your proposer:

"I agree to abide by all conditions of RFP C-00720 and certify that all information provided in this proposal is true and correct, that I am authorized to sign this proposal for the proposer and that the proposer is in compliance with all requirements of the RFP, including but not limited to, certification requirements."

Authorized Signature (Manual)

Name and Title (Typed)

Date

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V. SELECTION CRITERIA:

The Authority desires to select a proposer that demonstrate the ability to provide the highest quality of service. To accomplish this goal, the Authority’s criteria for selection shall include, but not be limited to the following:

	RANKING EVALUATION CRITERIA	Maximum Point Value
1	<p><u>Qualifications and Experience of the Proposer/Team:</u> Evaluation based on proposer’s qualifications of proposer, history, size, experience, references, resources available, locations of proposer resources, etc.</p>	15
2	<p><u>Qualifications and Experience of Key Personnel:</u> Evaluation (credentials/expertise/experience) of Project Manager and other key individuals who are specifically licensed and/or certified to perform and/or oversee work detailed in the scope of work and staff who will be directly assigned to THEA.</p>	15
3	<p><u>Past Performance Website Redesign:</u></p> <ul style="list-style-type: none"> • Design Elements • Demonstrated ability to meet and adhere to project schedules & budgets • Results 	10
4	<p><u>Past Performance Electronic Newsletters:</u></p> <ul style="list-style-type: none"> • Design Elements • Demonstrated ability to meet and adhere to project schedules & budgets • Results 	10
5	<p><u>Past Performance Printed Materials:</u></p> <ul style="list-style-type: none"> • Design Elements • Demonstrated ability to meet and adhere to project schedules & budgets • Results 	10
6	<p><u>Past Performance Campaign:</u></p> <ul style="list-style-type: none"> • Design Elements • Demonstrated ability to meet and adhere to project schedules & budgets • Results 	10
7.	<p><u>Past Performance Writing:</u></p> <ul style="list-style-type: none"> • Clarity • Brevity • Innovation 	10
8.	<p><u>Past Performance Special Events:</u></p> <ul style="list-style-type: none"> • Design Elements • Demonstrated ability to meet and adhere to project schedules • Results 	10
9.	<ul style="list-style-type: none"> • <u>SBE Utilization:</u> Consideration of the SBE utilization anticipated by the proposer on this contract. 	10
	TOTAL POINTS	100

An Evaluation Committee will review and evaluate the proposals. Posting of Notice of Intended Final Ranking and Award of Contract will be posted on Demandstar and the Authority's website.

VI. TIMETABLE

EVENT	DATE/TIME
Release of RFP	June 12, 2020
Deadline for Questions/Request for Clarification	June 24, 2020
Addendum Release (if required)	June 26, 2020
RFP Due Date/Time (Deadline) Email to: Man.Le@tampa-xway.com	July 08, 2020 by 2 p.m. EST
Evaluation Committee meets to evaluate proposals via virtual Zoom meeting. TBA. <i>(Proposers are not required to attend, however, this meeting is open to the public)</i>	July 16, 2020 @ TBA
Posting of Notice of Intended Final Ranking	July 17 2020
Board Approval of Final Ranking & Award of Contract	Julye 27, 2020
Posting of Notice of Board Approval & Award of Contract	July 28, 2020

VII. SELECTION AWARD

After the Authority has evaluated the written proposals they may or may not require presentations of the top ranked proposers. After the evaluation is completed, the Authority's selection committee will make a recommendation to the Board of Directors.

VIII. TERMS AND CONDITIONS

The Authority reserves the right to reject all proposals, any proposal not conforming to this Request for Proposals, and to waive any irregularity or informality with respect to any proposal. The Authority further, reserves the right to request clarification of information submitted and to request additional information from one or more proposers.

The Authority requires that the proposer selected will not discriminate under the contract against any person in accordance with federal, state, and local governments' regulations. The Authority requires the proposer selected make an affirmative statement to the effect that their retention shall not result in conflict of interests with respect to the Authority.

IX. STATEMENT ON PUBLIC ENTITY CRIMES

Failure of the proposer to certify the proposer is free from any "public entity crime" as defined in the Florida Statutes, Subsection 287.133 shall result in rejection or disqualification of the proposal. (See Exhibit A)

X. DRUG-FREE WORKPLACE

Failure of the proposer to certify the proposer has a drug-free workplace in accordance with Florida Statutes, Subsection 287.087 shall result in rejection or disqualification of the Proposal. (See Exhibit B)

XI. ANTICIPATED SBE PARTICIPATION FORM

Complete the Anticipated SBE Participation Form and submit with Proposal. (See Exhibit C)

XII. THEA BOILERPLATE for REWRITE

See Exhibit D.

EXHIBIT A

**SWORN STATEMENT UNDER SECTION 287.133 (3)(a)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

1. This sworn statement is submitted by _____ as
_____ of
_____ whose business address is
_____ and (if applicable) its
Federal Employer Identification Number (FEIN) is _____.

2. I understand that a “public entity crime” as defined in Section 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity in Florida or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

3. I understand that “convicted” or “conviction” as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that “affiliate” as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
 - A. A predecessor or successor of a person convicted of a public entity crime; or

 - B. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm’s length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members or agents who are active in the management of _____, the entity, nor any affiliate of the entity have been convicted of a public entity crime subsequent to July 1, 1989.

By

Date

STATE OF
COUNTY OF

The foregoing instrument was acknowledged before me this _____ day of _____, 20____, by _____ who is personally known to me or who produced a _____ as identification and who did take an oath.

Notary Public

My commission expires:

EXHIBIT B

DRUG-FREE WORKPLACE FORM

The undersigned proposer, in accordance with Florida Status 287.087 hereby certifies that _____ does:

Name of Business

1. Publish a statement of notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business’s policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in Paragraph 1.
4. In the statement specified in paragraph 1, notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employees will abide by the terms of a statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Florida Statute 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction of, or require the satisfactory participation in a drug abuse assistance or rehabilitation program is such is available in the employee’s community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs 1 thru 5.

As the person authorized to sign this statement, I certify that this proposer complies with the above requirements.

Proposer’s Signature

Date

Exhibit C

ANTICIPATED SBE PARTICIPATION STATEMENT

Project: _____

Proposer's Name: _____

It is our intent to subcontract _____% of the project to SBE(s).

Listed below are the proposed SBE sub-proposers _____ (to the extent known, please indicate whether the company holds, Minority, Women or Disadvantaged Business Enterprise Status.):

<u>SBE(s) Name</u>	<u>Type of Work/Specialty</u>	<u>Dollar Amount/Percentage</u>	<u>Minority Status</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Submitted by: _____

Title: _____

E-mail Address: _____

Telephone number: _____

Date: _____

Exhibit D

RFP C-00720

THEA Boilerplate

A public agency led by local citizens and operating with no tax dollars, the Tampa Hillsborough Expressway Authority (THEA) provides safe, reliable and financially sustainable transportation services to the Tampa Bay region while reinvesting customer-based revenues back into the community. From being the owner and operator of the Lee Roy Selmon Expressway to offering real-time testing and showcasing of connected vehicle and autonomous vehicle technologies, to the designing and operating the world's first reversible all-electronic toll road, THEA continues to drive the conversation on cutting-edge transportation solutions.