

REQUEST FOR PROPOSAL NO XXX:

March XX, 2014

The Racine Belle Urban System (BUS) is seeking proposals for a full service marketing, advertising and public relation firm. Proposals for the service will be accepted until:

5:00 P.M. April XX, 2014

The proposal shall be manually signed by an officer of the firm and shall be returned in a sealed envelope, with the return address and "Proposal No. XXX" clearly marked on the outside, and delivered to:

The City of Racine dba The Belle Urban System (BUS)

730 Washington Ave

Racine, WI 53403

Attn: Kathy Kasper, Purchasing Agent

The proposal shall include the offer to provide marketing, advertising and public relations services as specified. The award will be based on the vendor's professional qualifications and experience as well as the proposed staff costs and proposed media placement percentage. It is assumed that a lower media placement percentage will result in more money being available for actual advertising placement. The proposal should be based upon specifications as outlined. Proposals will be evaluated by the BUS as defined.

The BUS reserves the right to make an award based on its own determination, or to reject any or all proposals.

A preference for bids by, or including participation of, Certified Disadvantaged Enterprise (DBE) firms may be exercised.

Term of Contract:

This is a three (3) year fixed price and percentage of media placement contract with an option for years 4 and 5 at the discretion of the BUS.

Respondents shall be responsible to obtain all documents pertaining to RFP.

EVALUATION AND SCORING CRITERIA

Evaluation of Proposals:

The proposals will be evaluated by the BUS based on the following criteria:

Staff costs and percentage of media placement fee **(UP to 300 pts.)**

Breadth of experience in various media **(UP to 250 pts.)**

Experience with public transportation marketing **(Up to 250 pts.)**

Qualifications and general experience of staff **(Up to 200 pts.)**

INSTRUCTIONS FOR PROPOSAL SUBMITTAL

All Respondents will be required to submit the following items following the instructions outlined in this document.

1. Proposal Price Sheet (One Original in a separate sealed envelope)
2. A transmittal letter on company letterhead signed by a principle of the firm (included with your price proposal)
3. A completed Qualifications Questionnaire not exceeding three (3) pages in total.
4. FTA contract requirements reviewed and agreed as applicable (Appendix A).

Cost Response (Price Sheet):

The cost figures shall be furnished on the proposal price sheets provided for **Items 1 through 9** as specified, and shall be submitted in a sealed envelope separate from your technical response. Your cost response shall include the price sheet and a signature sheet on company letter head signed by and should be provided in a separate sealed envelope. The outside of the envelope should clearly state "Cost Proposal" and the name of proposer.

Qualification Response:

In no more than three (3) pages double-spaced please describe your firm's experience with public transportation and/or public sector marketing, the general experience and qualifications of your agency's staff, and the breadth of experience in all forms of advertising.

Evaluation Committee:

The BUS reserves the right to establish an evaluation committee composed of qualified personnel who will review proposals submitted by all respondents. Respondents who submit a proposal may be required to make an oral presentation of their proposal to the Evaluation Committee. Presentations, if required, will be scheduled through the BUS and will be at the respondent's expense. Selected respondents will be given adequate notice of the date and time of the presentation.

Negotiations:

This is a negotiated procurement with negotiations commencing and potentially ending with the highest ranked (best qualified) firm. Negotiation is a procedure that includes the review of proposals from firms and allows for bargaining. Negotiations may include an opportunity to revise offers before award of a contract. Bargaining in the sense of discussion, persuasion, alteration of initial assumption and position and give-and-take may apply to price, schedule, technical requirements, type of contract, or other terms of a proposed contract.

Binding Contract:

A proposal received in response to a Request for Proposal (RFP) is an offer that can be accepted or rejected in part or in total by the BUS to create a binding contract for services.