

RFP 2025-02 Strategic Communications Consultant

ACTION

Issue RFP

Deadline for Submitting Questions

Proposals Due

Initial Proposal Review / Short-Listing

Consultant Presentations / Q & A

Board Approval of Award

Contract Negotiations

COMPLETION/DUE DATE

Wednesday, September 11, 2024

Wednesday, September 25, 2024 by 12:00 p.m.

Tuesday, October 8, 2024 by 12:00 p.m.

Wednesday, October 30, 2024 at 1:30 p.m.

Tuesday, November 12, 2024 at 8:30 a.m.

Wednesday, December 11, 2024 at 9:00 a.m.

To be determined. Under contract by January 1, 2025

METROPLAN ORLANDO
2025-02 Strategic Communications Consultant
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RFP 2025-02 Strategic Communications Consultant

Section I

Scope of Professional Services



RFP 2025-02: STRATEGIC COMMUNICATIONS CONSULTANT

Scope of Professional Services

Purpose:

MetroPlan Orlando requires the services of at least one (1) Strategic Communications Consultant (SCC) team to provide support for staff to accomplish various communications and community outreach functions relating to the organization's transportation planning projects. Many of these tasks will be connected to the region's 2050 Metropolitan Transportation Plan. The work involves assisting staff on a work assignment basis in a variety of ways including strategic communications, event support, social media, as well as writing, video, and graphic support tasks. The length of the contract is two (2) years with an option to extend by one (1) additional year, a maximum of three (3) years.

The consultant team(s) shall assist the staff by providing additional resources and expertise to accomplish negotiated task assignments authorized by the Public Information Manager. This scope outlines the general tasks that may be assigned to the consultant team under one Strategic Communications Consultant contract, but it should not be considered exhaustive.

Firm Qualifications and Capabilities:

The selected consultant team(s) shall have prior experience in providing similar services. Work with government or nonprofit organizations is particularly valuable. Personnel involved shall possess the necessary professional skills and qualifications to perform the required services. All work to be performed must follow federal and state laws, procedures and guidelines.

Major Types of Work

- Strategic communications
- Print and digital materials
- Strategies to engage hard-to-reach and underserved communities
- Community events
- Social media
- Media and social media monitoring
- General project management

Scope of Services:

As requested by MetroPlan Orlando, the consultant team shall provide the following services, including, but not limited to:

- Creating presentations for use with community groups;
- Writing assignments for print and digital products, such as brochures, reports, and website posts;
- Developing engagement activities to use at community events;
- Public event support, which may include requests for bilingual staff;
- Outreach to underserved communities, which may include requests for translated or trans-created materials;
- Media relations with regional and hyper-local outlets;
- Planning and logistics for in-person events;
- Planning and logistics for online events, including researching possible speakers or panelists;
- Public involvement activity reporting and documentation;
- Video and photo support;
- Organic and paid social media planning and content creation;
- Graphics support;
- Providing materials and presentations for MetroPlan Orlando Board and committee meetings.

Task Work Order Assignment:

All services shall be performed under the direction and to the satisfaction of MetroPlan Orlando. The consultant team(s) shall designate a project manager for the coordination of all services under the contract. For each proposed task, MetroPlan Orlando shall provide a scope and request a proposal defining the services to be provided, task manager (project manager for task work order) and staff to be assigned, projected schedule, and cost. No work shall be performed prior to approval of the proposal by MetroPlan Orlando. MetroPlan Orlando reserves the right to assign task work order assignments to any consultants the organization has under contract, or the organization may choose the consultant team based on a requested approach to services.

Project Cost Accounting:

The consultant team(s) will be assigned work by task work order, and each task work order will be assigned a single identification number for billing purposes. The consultant team(s) shall provide MetroPlan Orlando each month with invoices identifying in detail the cost incurred for services performed and a detailed progress report for each specific task.

Calendar of Events:

Listed below are the important dates and times by which the actions noted must be completed. If the Department of Finance and Administration finds it necessary to change any of these dates or times, the change will be accomplished by addendum. All dates are subject to change.

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Initial Proposal Review / Short-Listing	Wednesday, October 30, 2024 at 1:30 p.m.
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Board Approval of Award	December 11, 2024
Contract Negotiations	To be determined. Under Contract by January 1, 2025

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Section II

Proposal Response Instructions



RFP 2025-02: STRATEGIC COMMUNICATIONS CONSULTANT

Proposal Response Instructions

Due Dates:

1. Proposals must be received no later than **12:00 p.m., Tuesday, October 8, 2024**
2. Questions about this RFP must be received by **12:00 p.m., Wednesday, September 25, 2024**
 - a. Must be in writing
 - i. Email to RFP@metroplanorlando.gov
 - ii. Mail to Director of Finance & Administration, MetroPlan Orlando, 250 South Orange Avenue, Suite 200, Orlando, FL 32801
 - b. All questions and responses will be posted on the MetroPlan Orlando website within two (2) business days of receipt.

Pre-submittal Requirements:

This contract will utilize Federal Highway Administration (FHWA) planning funds. To submit a proposal, the following is required by the Florida Department of Transportation (FDOT).

1. The Prime must be registered with My Florida Marketplace - <https://vendor.myfloridamarketplace.com/>
2. The Prime must be registered with Florida's Equal Opportunity Compliance System (EOC) website. <https://fdotwp1.dot.state.fl.us/EqualOpportunityCompliance/Account.aspx/Login?ReturnUrl=%2fEqualOpportunityCompliance>
3. Prior to submittal of a proposal to MetroPlan Orlando, the Prime must submit a Bid Opportunity List to the EOC website relating to this RFP "2025-02 Strategic Communications Consultant."

Submittal Requirements:

1. Entire proposal package must be sealed and submitted to:
Director of Finance and Administration
MetroPlan Orlando
250 South Orange Avenue, Suite 200
Orlando, Florida 32801
2. Contain four (4) proposals
3. Include one (1) PDF printable, color copy of the entire proposal on CD or DVD or USB drive

Required Contents / Structure of Proposal:

8-page limit inclusive of items 3 – 6 below (Front and back cover pages, table of contents, and dividers if included do not count as a page; two-sided pages count as two pages; page sizes specified below. Please use font size 11 or higher.

1. Proposal Cover (8.5”x 11”) – **MUST** contain the following contact information:
 - Clearly state “RFP 2025-02: Strategic Communications Consultant”
 - Company name
 - Address
 - Contact name
 - Email address
 - Phone number
 - Fax number (if available)
2. Table of Contents (8.5”x 11”)
3. Letter of Interest: Up to three (3) pages (8.5”x 11”) letter of interest. Proposers should respond to details of the scope, evaluation criteria, and how the consultant team can support MetroPlan Orlando in achieving communications objectives over the next three years. Letter of Interest should be signed by an officer of the company with authority to enter into a contract should they receive the proposal award.
4. Project Descriptions: 3 project descriptions. One (1) page (8.5”x 11”) per project. Each project description should provide a brief overview, demonstrate connection to RFP scope areas and evaluation criteria, discuss creative approaches, and include client references with contact information.
5. Organization Chart: One (1) page (8.5”x 11”) organization chart identifying key personnel, roles and sub-consultants; if applicable.
6. Resource Matrix: One (1) page (8.5”x11” or 11”x17”; if 11”x17” use z-fold for physical submission) resource matrix including all proposed consultant staff. Resource Matrix should identify staff qualifications/experience in relationship to the Scope of Services and percent availability.
7. Resumes Appendix: Provide resumes for all staff identified in Resource Matrix. One (1) page maximum per person and four (4) persons to a page maximum; 8.5”x11”. Resumes do not count in the 10-page limit.

SEPARATELY SEALED REQUIRED ITEM & ONLY ONE COPY REQUIRED

(Not part of the 8-page proposal document)

1. Conflict of Interest Form*
2. Affidavit Regarding Labor and Services*

*Located at <https://www.metroplanorlando.gov/about-us/doing-business-with-us/>

Other Proposal Information:

MetroPlan Orlando reserves the right to accept or reject any and all proposals without cause, to waive technicalities, and/or whose award will, in the sole opinion of MetroPlan Orlando, be in the best interest of and most advantageous to MetroPlan Orlando.

Evaluation criteria to shortlist this RFP will be the following:

Proposed Evaluation Criteria	Possible Points
Experience & Qualifications <ul style="list-style-type: none"> • Project Manager’s experience relating to scoped services • Support Staff / Sub-consultant ability and experience • Community knowledge and involvement 	25
Responsiveness to Scope <ul style="list-style-type: none"> • Understanding of Scope and communications approach • Clarity and organization of proposal 	30

Ability to Meet Organizations Needs <ul style="list-style-type: none"> • Availability of team members • Proven ability to provide services on a timely basis 	15
Innovation and Creativity <ul style="list-style-type: none"> • Innovative and creative response • Ability to offer creative solutions to communications challenges 	30
Total	100

After initial scoring by the committee, short-listed proposers will be contacted to provide oral presentations. The date for the final selection meeting is tentatively scheduled for Tuesday, November 12, 2024. Updated dates for the selection committee meetings will be provided on the MetroPlan Orlando website. All proposers should be prepared to present on the final selection meeting date should they be short-listed. Important information regarding this RFP will be posted on the MetroPlan Orlando website within the Consultant Services page (<https://metroplanorlando.gov/about-us/doing-business-with-us/>)

Disadvantaged Business Programs:

THIS RFP WILL USE FHWA FUNDS

DBE REQUIREMENTS WHEN FEDERAL HIGHWAY (FHWA) FUNDS ARE INVOLVED

Disadvantaged business enterprises are encouraged to respond to this Request for Proposals/Quotes. MetroPlan Orlando has two different DBE/MBE programs. For contracts using Federal Highway Administration (FHWA) planning funds, the Florida Department of Transportation (FDOT) DBE policy must be followed. The FDOT DBE Plan can be found at:

<https://www.fdot.gov/equalopportunity/dbe-plan>

(Control click on this link to see a copy of the FDOT DBE plan.)

For more information on the Florida Department of Transportation (FDOT) DBE program and how to become UCP-Certified (Florida Unified Certification Program), visit the FDOT's DBE website at

<https://www.fdot.gov/equalopportunity/dbecertification.shtm>

(Control click on this link to see a copy of the FDOT DBE plan.)

1. All proposals with PL (or other FHWA) funds as the payment source will not have DBE as part of the evaluation scoring process, i.e. evaluation and award will be race and revenue neutral. The evaluation scoring sheets should not have points on it.
2. The DBE goal is 10.65% for FHWA funds and 11.31% for FTA funds. This goal changes annually in October as set by FDOT.

Required Contract Language:

MetroPlan Orlando shall include the DBE Program language provided below in all contract agreements with their primes.

Participation by Disadvantaged Business Enterprises: The Consultant shall agree to abide by the statements in Paragraph (1) and (2) which follow. These statements shall be included in all subsequent agreements between the Consultant and any subconsultant or contractor.

- 1. It is the policy of MetroPlan Orlando that disadvantaged businesses, as defined by 49 Code of Federal Regulations, Part 26, shall have an opportunity to participate in the performance of Organization contracts in a non-discriminatory environment. The objectives of the Disadvantaged Business Enterprise program are to ensure non-discrimination in the award and administration of contracts, ensure firms fully meet eligibility standards, help remove barriers to participation, create a level playing field, assist in development of a firm so it can compete successfully outside of the program, provide flexibility, and ensure narrow tailoring of the program.*
- 2. MetroPlan Orlando and its contractors and consultants agree to ensure that DBE's have the opportunity to participate in the performance of this Agreement. In this regard, the CONTRACTOR shall take all necessary and reasonable steps in accordance with applicable federal and state laws and regulations to ensure that the DBE's have the opportunity to compete for and perform contracts. The MPO and its contractors, consultants, subcontractors and subconsultants shall not discriminate on the basis of race, color, national origin or sex in the award and performance of contracts, entered pursuant to this Agreement.*

This policy covers in part the applicable federal regulations and the applicable statutory references contained therein for the Disadvantaged Business Enterprise Program Plan, Chapters 33 7 and 339, Florida Statutes, and Rule Chapter 14-78, Florida Administrative Code.

It is understood and agreed that if the CONTRACTOR at any time learns that the certification it provided MetroPlan Orlando in compliance with 49 CFR, Section 23.51, was erroneous when submitted or has become erroneous by reason of changed circumstances, the CONTRACTOR shall provide immediate written notice to MetroPlan Orlando's Administrative Management as defined in Article II. It is further agreed that the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction" as set forth in 49 CFR, Section 29.510, shall be included by the CONTRACTOR in all lower tier covered transactions and in all aforementioned federal regulation.

Required USDOT assisted contract language

CONTRACT ASSURANCE

The Organization will ensure that the following clause is placed in every USDOT-assisted contract and subcontract:

The contractor or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR part 26 in the award and administration of USDOT assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

PROMPT PAYMENT

The Organization will ensure that the following requirements will be placed in every USDOT-assisted contract and subcontract:

(A) Every contract let by the MPO for the performance of work shall contain a provision requiring the prime contractor, before receipt of any progress payment under the provisions of such contract, to certify that the prime contractor has disbursed to all subcontractors and suppliers having an interest in the contract their pro rata shares of the payment out of previous progress payments received by the prime contractor for all work completed and materials furnished in the previous period, less any retainage withheld by the prime contractor pursuant to an agreement with a subcontractor, as approved by the MPO for payment. The MPO shall not make any such progress payment before receipt of such certification, unless the contractor demonstrates good cause for not making any such required payment and furnishes written notification of any such good cause to both the MPO and the affected subcontractors and suppliers.

(B) Every contract let by the MPO for the performance of work shall contain a provision requiring the prime Contractor, within 30 days of receipt of the final progress payment or any other payments received thereafter except the final payment, to pay all subcontractors and suppliers having an interest in the contract their pro rata shares of the payment for all work completed and materials furnished, unless the Contractor demonstrates good cause for not making any such required payment and furnishes written notification of any such good cause to both the MPO and the affected subcontractors or suppliers within such 30-day period.

Each invoice on a contract with DBE participation will be required to be submitted on our standard invoice format requiring DBE breakout and the above Prompt Payment statement attached to it.

Confidentiality of Proposals

Proprietary Information:

“In accordance with Chapter 119 of the Florida Statutes (Public Records Act), and except as may be provided by other applicable State and Federal Law, all proposers should be aware that Requests for Proposals and the responses thereto are in the public domain. However, the proposers are requested to **identify specifically** any information contained in their proposals which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law.”

Please note that Sections 119.07(3)(m) of the Florida Statutes address in part the issue of the public nature of sealed bids or proposals as well as the non-public nature of certain trade secrets. The proposal submitted by your company may contain **areas**, which are designated “**confidential**” or “**exempt from disclosure**”. If your proposal contains such information you are required to advise MetroPlan Orlando with specificity the applicable law making those provisions exempt from disclosure in accordance with the Public Records Law. **A generic notation that information is “confidential” will not suffice.**

Failure to provide the Department of Finance and Administration with a detailed explanation and justification including statutory cites and specific reference to your bid package detailing what provisions, if any, you believe are exempt from disclosure, may result in your proposal being subject to disclosure in accordance with Chapter 119 of the Florida Statutes.



RFP 2025-02 Strategic Communications Consultant

FORMS

MetroPlan Orlando
Conflict of Interest Statement
RFP NO. _____

STATE OF FLORIDA)
)
COUNTY OF _____)

Before me, the undersigned authority, personally appeared _____,
(affiant's name)
who was duly sworn, deposes, and states:

1. I am the _____ of _____
(affiant's title) (firm name)

with a local office in _____
(local office address)

and principal office in _____
(principal office address)

2. The Affiant has made diligent inquiry and provides the information contained in this Affidavit based upon his own knowledge.
3. The Affiant states that only one submittal for the above project is being submitted and that the above named entity has no financial interest in other entities submitting bids for the same project.
4. Neither the Affiant nor the above named entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive pricing in connection with the entity's submittal for the above project. This statement restricts the discussion of pricing data until the completion of negotiations and execution of the Agreement for this project.
5. Neither the entity nor its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participating in contract lettings by any local, state, or federal agency.
6. Neither the entity, nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.
7. I certify that no member of the entity's ownership, management, or staff has a vested interest in any aspect of MetroPlan Orlando.
8. I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an official position with MetroPlan Orlando.

MetroPlan Orlando

Conflict of Interest Statement

RFP NO. _____

9. The following known business/family relationships exist between an employee of the above mentioned firm and a MetroPlan Orlando employee or board member. The relationships below are for informational purposes only and do not pose a conflict of interest based upon the statements above nor do the relationships violate Florida Statutes, Chapter 112, Part III, Code of Ethics for Public Officers and Employees, or the Internal Operating Procedures of MetroPlan Orlando.

Proposing Entities Employee Name	Employee's Title	Name of MetroPlan Employee or Board Member	Description of Relationship

In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above named entity, will immediately notify MetroPlan Orlando in writing.

DATED this _____ day of _____, 20_____.

Printed Name of Affiant

Signature of Affiant

Title

Sworn to and subscribed before me this _____ day of _____, 20_____.

Personally known _____ OR Produced identification _____

Notary Public - State of _____ My commission expires: _____

(Printed typed or stamped commissioned name of notary public)

STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION
AFFIDAVIT REGARDING LABOR AND SERVICES

375-030-31
PROCUREMENT
07/24

Effective July 1, 2024, pursuant to §787.06(13), Florida Statutes, when a contract is executed, renewed, or extended between a nongovernmental entity and a governmental entity, the nongovernmental entity must provide the governmental entity with an affidavit signed by an officer or a representative of the nongovernmental entity under penalty of perjury attesting that the nongovernmental entity does not use coercion for labor or services.

Nongovernmental Entity's Name: _____
Address: _____
Phone Number: _____
Authorized Representative's Name: _____
Authorized Representative's Title: _____
Email Address: _____

AFFIDAVIT

I, insert nongovernmental entity's authorized representative name, as authorized representative attest that insert nongovernmental entity's name does not use coercion for labor or services as defined in §787.06, Florida Statutes.

Under penalty of perjury, I declare that I have read the foregoing Affidavit and that the facts stated in it are true.

(Signature of authorized representative)

Date

STATE
COUNTY OF

Sworn to (or affirmed) and subscribed before me, by means of physical presence or online notarization, this
day of _____, (year), by

Notary Public

Commission Expires
Personally Known OR Produced Identification
Type of Identification Produced