

A REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES CONTRACT

Department of Highways Professional Services Procurement Bulletin 2020-01 Statewide Communication Services

This document constitutes a Request for Proposals for Professional Service Contract from qualified individuals and organizations to furnish those services as described herein for the Commonwealth of Kentucky, Department of Highways.

I. PROJECT DESCRIPTION

Up to three Vendors will be selected to provide statewide communication assistance on an as-needed basis for two (2) years. This contract may be renewed at the completion of the initial contract period for up to three (3) additional one (1) year periods at the mutual consent of both parties.

II. PROJECT INFORMATION

Project Manager – Naitore Djigbenou

User Division – Office of Public Affairs

Approximate Fee – \$1,000,000 contract upset limit per Vendor. \$150,000 project upset limit

Project Funding – State and Federal Funds

III. PURPOSE AND NEED

The purpose of this contract is to provide public relations, advertising and marketing services for Kentucky Transportation Cabinet projects and initiatives in an effort to communicate effectively with the public about matters of interest. Public involvement, engagement and communication is vital to the Cabinet's mission and we are seeking the support of communication firms to support our agency. The Cabinet is seeking firms to engage in communication efforts related to highway projects and studies supporting Cabinet initiatives and programs, crisis communication plan development and support, and conducting internal and external research to develop a KYTC branding strategy.

IV. DBE REQUIREMENT

None

V. SCOPE OF WORK

The Cabinet will enter into contracts with up to three (3) Vendors to provide communication services. The term communication services is used broadly and covers all aspects of advertising, digital, print, media, and public relation services. Services may include, but are not limited to:

- a) project management and media relations for highway projects and studies (including public meeting coordination and execution, press events, communication plan development, website creation and maintenance, social media management)
- b) graphic design, video production and print collateral for Cabinet initiatives and programs
- c) crisis communication planning and response assistance (including development of key message and strategy, spokesperson training, crisis monitoring, press event coordination)
- d) conduct internal and external market research to develop KYTC branding strategy (including SWOT analysis, messaging for general public, legislators and local officials).

VI. SPECIAL INSTRUCTIONS

Up to three (3) firms will be selected to provide these services. The contract period is a two (2) year initial contract with no new work assigned after two years from Notice to Proceed, although the contract may be extended for time to complete work already assigned. Contracts will have an upset limit of \$1,000,000. This initial contract may be extended for additional time at the mutual consent of both parties, although the upset limit should not increase. Once the upset limit is reached or the contract term has expired, services will be re-advertised and no additional work assignments will be made under the contract. No Letter Agreement shall exceed \$150,000 without written approval from the State Highway Engineer.

The Selection Committee will rank the selected Vendors and list them in consecutive order to determine the initial order for which projects will be assigned. Projects will generally be assigned to Vendors on a rotational basis. The Cabinet reserves the right to select one of the Vendors outside of the assignment order for a particular project if it is to the benefit of the Cabinet. That Vendor, if selected out of order, will be skipped in the rotation when their turn comes and the regular order will be followed thereafter. The Office of Public Affairs reserves the right to group multiple projects together as one offering if it is advantageous to the Cabinet. The Cabinet may also add additional work to an existing Letter Agreement, if needed.

A Vendor will not be offered an additional project until the remaining Vendors on the list have been offered a project. If a Vendor declines to accept a project or does not respond to an invitation to perform services for a project within fourteen (14) days, or the Cabinet and Vendor cannot agree on reasonable scope of work and fee for services, documentation shall be placed in the project files and the next Vendor on the rotating list shall be offered the project.

Instructions for Response to Announcement can be found at:

<https://transportation.ky.gov/ProfessionalServices/Pages/Respond-to-an-Announcement.aspx>

KRS 322.060 applies to engineers and will not apply to this service contract.

KYTC will allow the following modifications to the standard response format for response to the Statewide Communication Plan advertisement only.

- Page 2 Staff Summary, will be reduced, not to exceed one page
- Page 4 (A-C) Resumes, will be reduced, not to exceed three pages
- Page 5 Workload / commitments, will **not** be reduced, ~~not to exceed one page~~
- Page 6 (A-C) Project Experience, will be reduced, not to exceed three pages
- Page 7 (A-B) Project Approach, will be reduced, not to exceed two pages

The Vendor is permitted to make subcontract(s) with any other party for furnishing any of the work or services herein. The Vendor shall be solely responsible for performance of the entire Master Agreement Contract whether or not subcontractors are used. The Commonwealth shall not be involved in the relationship between the prime Vendor and the sub-contractor. Any issues that arise as a result of this relationship shall be resolved by the prime Vendor. All references to the Vendor shall be construed to encompass both the Vendor and any sub-contractors of the Vendor.

The Vendor will be required to maintain continuing Professional Liability Insurance of an amount not less than \$500,000 during the life of this contract.

The Department reserves the right to terminate this agreement at any time upon a thirty (30) day written notice to the Vendor. In the event of termination, the Vendor will be compensated for work performed through the date of said termination. Work completed, in whole or in part, will become the property of the Department. Any dispute in connection with work not disposed of by this agreement will be referred to the Secretary of the Transportation Cabinet, or duly authorized representative, whose decision will be final.

VII. PREQUALIFICATION REQUIREMENTS

To respond to this project, the proposed Vendor should have a minimum of one Communication Project Manager, who has a minimum of three years of experience in providing communication services to a state agency. This individual must have experience serving as a project spokesperson and must be able to demonstrate knowledge and experience leading a project team to develop and execute a communication plan, including press event coordination, public involvement meetings, collateral creation, and media reporting.

VIII. INTERVIEW

All short-listed Vendors will participate in an oral interview. The oral interview will last no more than 60 minutes. Each Vendor will be allowed no more than 30 minutes for a presentation followed by a question and answer session, which should last no longer than 30 minutes. The presentation shall not be used to fill in missing or incomplete information in the written proposal. No additional material shall be presented other than information from the formal response, although a 2-sided 11" x 17" sheet shall be permitted for reference by the Selection Committee. KYTC will ask the Vendors specific questions relative to their proposal. Follow-up questions from KYTC will be permitted. The oral interview will not be scored separately. The interview is used solely for KYTC to seek clarification of the Vendor's proposal. Vendors will not be permitted to ask questions of KYTC.

Each Vendor may bring up to 4 staff members from their team to the oral interview. Members of the KYTC's Selection Committee will attend each oral interview. Additional subject matter experts may also attend the interviews. Elected officials will not be permitted to attend. KYTC will terminate the interview promptly at the end of the allocated time.

KYTC may videotape to document the oral interviews. These recordings are not intended for public use except for the selected team, which shall be shared with the Cabinet's project team. All other interviews will be shared only with the responding firms but not dispersed by the Cabinet. All interviews will be held at the Kentucky Transportation Building at 200 Mero Street, Frankfort, Kentucky.

IX. PROCUREMENT SCHEDULE

Dates other than Response Date are tentative and provided for information only.

- Bulletin Posted – July 9, 2019
- Response Date – July 31, 2019 by 4:30 PM ET (Frankfort time)
- First Selection – August 5, 2019
- Short-list Meeting – August 16, 2019
- Interviews – August 19, 2019
- Final Selection – August 19, 2019
- Scoping Meeting – August 21, 2019
- Notice to Proceed – October 1, 2019

X. PROJECT SCHEDULE

Individual project schedules will be by Letter Agreement on a project-by-project basis.

Completion of All Services – Two Years from Notice To Proceed (unless renewed)

XI. EVALUATION FACTORS

1. Knowledge of the locality and familiarity of the general geographic area (25 Points)
2. Project Manager's experience with KYTC or any other projects as a Project Manager from previous assignments, and any professional training. Project Manager should have appropriate communication skills, be responsive, effectively report progress, maintain organized project files, and have all necessary qualifications to manage the project (20 points)
3. Crisis communication experience (20 Points)
4. Project team's knowledge of and experience with KYTC standards. Past experience executing communication efforts for contractor or consultant on a highway project for KYTC. Capability and experience of the assigned project team to be assigned and effectiveness of the team's proposed organization and coordination process (15 points)
5. Project approach and proposed procedures to accomplish the services for the project. (10 Points)
6. Past record of performance on projects similar in type and complexity. (10 Points)

XII. SELECTION COMMITTEE MEMBERS

1. Naitore Djigbenou, User Division
2. Jordan Smith, User Division
3. Stewart Lich, P.E., Secretary's Pool
4. Wendy Southworth, P.E., Secretary's Pool
5. Brad Rister, P.E., Governor's Pool