



NOTICE OF REQUEST FOR QUOTES

For

CENTRAL YAVAPAI METROPOLITAN PLANNING ORGANIZATION

CYMPO TRANSPORTATION EDUCATION PROJECT 2019

Issued: June 27, 2019

Request for Quotes Due: Thursday, July 18, 2019, 2:00 pm

Issued by the Central Yavapai Metropolitan Planning Organization

REQUEST FOR QUOTES
Central Yavapai Metropolitan Planning Organization
CYMPO Transportation Education Project 2019

The Central Yavapai Metropolitan Planning Organization (herein referred to as “CYMPO”) invites qualified firms to submit quotes with detailed costs per service requested per the scope of this RFQ, and including number of intervals or occurrences per service, to provide creative and professional services for the CYMPO Transportation Educational Project.

Quotes will be received until 2:00 pm on Thursday, July 18, 2019, at the CYMPO office, 1971 Commerce Center Circle, Suite E, Prescott, AZ 86301.

Any quotes received on or after 2:00 pm on the above stated date will be returned and will not be considered. This is **NOT** a bid process and selection of the final contractor will not solely be based on cost. Submittals must conform to the prepared Scope of Work, which is attached and also available upon request from the CYMPO office at (928) 442-5730 or by email Daniel.Harmonick@yavapai.us. CYMPO reserves the right to reject any and all quotes and assumes no liability for the cost of preparing a response to this request.

Quotes will be accepted by email to Daniel.Harmonick@yavapai.us or via standard mail or courier, with the outside of the proposal envelope to indicate the name and address of respondent, and addressed to CYMPO, 1971 Commerce Center Circle, Suite E, Prescott, AZ 86301. Please note on the outside of the envelope or in the subject line of the email: **Request for Quotes: CYMPO Transportation Education Project 2019.**

INTRODUCTION AND BACKGROUND

The Central Yavapai Metropolitan Planning Organization (CYMPO) invites qualified firms to submit in response to the Request for Quotes (RFQ) a delineated proposal to provide creative and professional services for the CYMPO Transportation Education Project 2019:

Project Goals

- **Create a Transportation Education module on the existing CYMPO website**
 - **Educate the public on the complexities and processes of transportation / road planning, funding, construction, and maintenance**
 - **Add to the CYMPO website (CYMPO.org) a section containing interesting, useful, and educational material that the public voluntarily visits and engages with**
- 1. Create new Content for our Target Audience**
 - a. Research our target audience. At the introductory stage of this project, we are considering one primary audience for the site; the public, mostly uneducated about the details of the subject matter and interested in various local issues
 - b. Create informational articles that will be researched and written for the CYMPO website and/or other websites frequented by our audience. Articles will be designed to be useful, easily read and understood, and pertinent
 - c. Create infographics and basic visual elements as needed per article
 - d. Optional - Possibly create explainer videos to use in conjunction with the textual information
 - 2. Engage our Audience**
 - a. Open articles to user comments on CYMPO.org and social media sites. Moderation of comments should be strict but fair, and will require the effort of selected firm and CYMPO staff to monitor and approve posted comments
 - b. Answer pertinent questions from said comments in coordination with CYMPO staff
 - c. Create and continually build on an FAQ section on CYMPO.org. Popular questions from comments, news media coverage, previous research, and current events will help dictate what goes into the FAQ
 - d. Polls and surveys
 - e. Social media posting
 - f. Direct Mail
 - g. Flyer/Brochure
 - h. Advertising and Marketing
 - 3. Create an Email List**
 - a. Develop a lead funnel for the website with the objective of capturing email addresses and names to build a mailing list
 - b. Work with CYMPO website team to integrate a lead capture function into the website
 - c. Email newsletter either bi-monthly or semi-annually

Scope of Work and Deliverables

Content and Educational Information

CYMPO website will not be re-designed but may be restructured to better serve the education target audience. Content will be created and provided collaboratively with CYMPO staff. The new content will generally be textual articles discussing and educating key points related to transportation planning, building, and maintaining roads, bicycle, pedestrian, and transit in the CYMPO region.

The content will be created on an ongoing basis. One or two detailed articles per month, and additional content as required.

At the end of the first year, if budget allows, create a print newsletter, or a postcard to be mailed to residents of the CYMPO region, and create educational print materials to be distributed. Distribution can come from local businesses, direct mailers (ValPac), etc. Specifics can be conceptualized and developed during any of our ongoing project meetings.

Email Marketing

Create an email marketing list that will have an easy signup via the website for news and updates.

Social Media

Social media pages will be maintained and updated collaboratively with CYMPO staff.

Communication and Reporting

CYMPO staff and selected firm should meet regularly, in person or by phone. This will be for project updates, content, and reporting of traffic and website user statistics as needed.

Project Duration

The project scope as defined will be an initial two years from the time of contract execution. This is an on-going project with an optional one-year renewal, maximum of three one-year renewals.

INSTRUCTIONS

The Central Yavapai Metropolitan Planning Organization invites interested firms to submit written quotes relating to this solicitation. The CYMPO staff will evaluate each quote based upon the enclosed scoring process. The quotes will be ranked based on the merits of the submitted proposals, and then the top ranked firm(s) will be selected.

The Central Yavapai Metropolitan Planning Organization reserves the right to reject any or all quotes and to make any award which it considers to be in the best interest of the region. This quote is not a commitment to initiate a contract for services and is not to be considered a bid for services based on lowest cost.

Specific federal language is required to be in all CYMPO contracts/professional services agreements and will be provided to the selected firm during development of the final contract.

WITHDRAWAL OF QUOTES

Quotes may be withdrawn by written notice received at any time prior to the award.

DELIVERABLES/SUBMITTALS

One (1) bound hard copy **OR** One (1) electronic copy (PREFERRED) of the cost quote to be received no later than **2:00 pm, Thursday, July 18, 2019**. Email submittals should be sent to Daniel.Harmonick@yavapai.us and should the firm choose to submit a hard copy, the submittal should be addressed to:

Central Yavapai Metropolitan Planning Organization
1971 Commerce Center Circle, Suite E
Prescott, AZ 86301

Submitted proposals become the property of Central Yavapai Metropolitan Planning Organization and will not be returned.

RESPONSIBILITIES/COMPLIANCE

The Contractor shall comply with the Title VI Civil Rights Act of 1964, and Title 49, Code of Federal Regulations, part 21.

There is NO DBE GOAL associated with this project. Contractors must also maximize DBE participation in ADOT Federal-Aid funded contracts, make good faith efforts to meet any DBE goals stated in contract solicitations and must adhere to commitments made to utilize DBEs as indicated in the firm's submittal.

The Contractor shall comply with the Title VI Civil Rights Act of 1964, and Title 49, Code of Federal Regulations, part 21.

The Contractor shall comply with the FAST Act and applicable requirements.

LATE SUBMITTALS

Any quotes received after the exact time specified above will not be considered.

PREPARATION

Quote submittal of no more than five (5) printed 8 ½ x 11 **single sided** pages **not** including a front and/or back cover should be prepared providing a straightforward concise description of the Contractor's qualifications, team members and a detailed proposed cost by task and man hours to deliver the proposed work.

SIGNATURE AND REFERENCES

The quotes should be signed by the person in the Contractor's firm responsible for the decision as to the qualifications stated in the proposal. Quotes should also include references and contact information of the key staff and firm submitting the quote.

PREPARATION COSTS

All costs incurred for the quote preparation, presentation, or contract negotiations are the responsibility of the firm. CYMPO will not pay for any information solicited or received.

FUNDING

CYMPO is a designated Metropolitan Planning Organization (MPO) for the Prescott, Arizona Urbanized Area and has been granted funds in accordance with Federal and State allocations. In support of the Project, CYMPO has budgeted Surface Transportation Program Block Grant ("STPBG") funding for planning activities as identified in accordance with the CYMPO Unified Planning Work Program.

ESTIMATED PROJECT SCHEDULE

| | |
|-----------------------------|--|
| Thursday June 27, 2019 | Request for Quotes Distributed |
| Thursday July 18, 2019 | Request for Quotes due to CYMPO by 2pm |
| Thursday August 1, 2019 | CYMPO TAC contract recommendation |
| Wednesday August 14, 2019 | CYMPO Executive Board contract approval |
| Wednesday September 4, 2019 | Yavapai Co. Board of Supervisors (Fiscal Agent Authorization) |
| Thursday September 5, 2019 | Notice to proceed |

REVIEW PROCESS

CYMPO Staff will evaluate quotes submitted for this project. Contractor selection will be based on a consensus approach utilizing the following criteria.

- 1) Specific experience of the Contractor and project staff in a Campaign of this type
- 2) Campaign approach
- 4) Campaign schedule
- 5) Cost proposal

After evaluation of the quotes, the top rated quote will be determined based upon a consensus of the CYMPO Staff. CYMPO Administrator will begin contract negotiations with the top-ranking firm. If negotiations are unsuccessful, the CYMPO Administrator will terminate negotiation efforts and open negotiations with the 2nd ranked firm. This process will continue until negotiations are successful or should the decision be made that an award cannot be made and the project is terminated. Once a contract has been successfully negotiated with a Contractor, a contract will be required to be approved by the CYMPO Attorney and Executive Board.

CYMPO reserves the right to reject any and all proposals.

This is not a bidding process.

Disadvantaged Business Enterprises (DBE)

The SUBRECIPIENT receiving DOT-assisted transportation funds through ADOT must adopt and implement ADOT's DBE Program Plan, ADOT's DBE policy, DBE contract specifications and forms as a condition of receiving federal funds. ADOT Subrecipients/Subgrantees of federal funds must comply with ADOT DBE Plan and may not have a plan independent from ADOT.

The ADOT DBE Program Plan and LPA/SUBRECIPIENT DBE Guidelines are located online at <http://www.azdot.gov/business/business-engagement-and-compliance> and are herein incorporated by reference.

Non-Discrimination

The SUBRECIPIENT will not exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR Part 26 on the basis of race, color, sex, national origin, age, or disability.

In compliance with the ADOT DBE Program Plan, the SUBRECIPIENT/SUBGRANTEE shall not, directly or through contractual or other arrangements, use criteria or methods of administration that have the effect of defeating or substantially impairing accomplishment of the objectives of the DBE program. The SUBRECIPIENT will not exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR Part 26 on the basis of race, color, sex, national origin, age, or disability.

The SUBRECIPIENT shall take all necessary actions required under 49 CFR Part 26 to ensure nondiscrimination in the award and administration of DOT-assisted contracts.

By executing this Agreement, the SUBRECIPIENT, agrees to perform the following minimum DBE Program Compliance Required Activities:

Part of the proposal submission during a formal procurement (RFP, IFB, etc.), the SUBRECIPIENT must incorporate receipt of a bidder's list into the responsiveness / susceptible for award determination. **FAILURE TO SUBMIT THE REQUIRED BIDDERS/PROPOSERS LIST TO THE GRANTEE PROCUREMENT OFFICE BY THE STATED TIME AND IN THE MANNER HEREIN SPECIFIED SHALL BE CAUSE FOR THE BIDDER BEING DEEMED INELIGIBLE FOR AWARD OF THE CONTRACT.**

Each contract you sign with a contractor or consultant and each subcontract a prime signs with a subcontractor must include the following assurance:

A vendor/contractor/consultant/subcontractor/subconsultant (herein after referred to as "contractor") 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 represents a material breach of this contract, which may result in the termination of this contract or such other remedy as the Grantee, with the Department's concurrence, deems appropriate, which may include, but is not limited to:

- *Withholding payments;*
- *Assessing sanctions;*
- *Liquidated damages; and/or*
- *Disqualifying the contractor from future bidding on the grounds of being non- responsible.*

Each contractor shall establish a program that will ensure nondiscrimination in the award and administration of contracts and subcontracts.

Each contractor shall designate a full time employee who shall be responsible for the administration of the contractor's DBE program.

Each contractor shall prohibit agreements in which a DBE promises not to provide subcontracting quotations to other bidders.

Subcontract Payment Reporting in the DBE system:

The Arizona Department of Transportation (the Department) is required to collect data on DBE and non-DBE participation, including lower tier subcontracts, to report to FTA on Federal-aid projects. The contractor is notified that such record keeping is required by the Department for tracking DBE participation on both race neutral and race conscious projects (i.e. projects with and without DBE goals).

The contractor shall respond to Subrecipient payment audits reported each month electronically through the Department's web-based payment tracking system (<https://adot.dbesystem.com>), reporting its payments to all DBEs and non-DBE subcontractors working on the project. In addition, the contractor shall require that all DBE and non-DBE subcontractors, shall also respond to its audits and report lower-tier subcontractor payments in the same manner.

If, by the DBE system audit deadline, the contractor has not submitted the required report for work performed during the preceding month, or the submitted report failed to include all amounts earned by and paid to all DBEs and non-DBEs, including all lower-tier DBE and non-DBE subcontractors, the Project Manager will work with the ADOT MPD Program Manager to determine if sanctions should be assessed. These liquidated damages shall be in addition to all other reductions or liquidated damages provided for elsewhere in the contract.

The contractor shall include these provisions in all of its subcontracts, and ensure that its subcontractors include these provisions in any lower-tier subcontracts.

Any language provided in this Agreement DBE Section supersedes language provided by ProcurementPro for FTA-funded contracting requirements.

Procurement, Fixed Assets, Travel

Procurement Policy

Pursuant to the authority granted in 2 CFR 1201.317 for States to determine the policies and procedures for sub-recipients of the State to follow when procuring property and services under a Federal award, ADOT Multimodal Planning Division herein establishes this procurement rule:

If the sub-recipient is a local public agency or political subdivision of this state and has adopted the State Procurement Code pursuant to ARS 41-2501, the sub-recipient shall follow the State Procurement Code except and unless a federal rule applicable pursuant to the rules for the funding or federal program is more restrictive, then the federal requirement shall apply.

If the sub-recipient has completed procurement self-certification processes through ADOT, the sub-recipient shall follow the certified procurement rules except and unless a federal rule applicable pursuant to the rules for the funding or federal program is more restrictive, then the federal requirement shall apply.

All other sub-recipients shall follow 2 CFR 200.317 through 200.326 as applicable, Appendix II to Part 200, other CFR references provided in 2 CFR part 200 et seq, except and unless a federal rule applicable pursuant to the rules for the funding or federal program is more restrictive, then the federal requirement shall apply..

The MPO certifies that all procurement related to the WP and/or this Agreement shall include a fully executed contract with its vendor prior to incurring expenditures for that procurement and shall comply with all applicable federal, state, local, and tribal regulations.

Each procurement must reference the DBE System “contract/project number” designated for the AZUTRACS “bidder’s list” purposes that were established in advance with the submission of the WP. In the event new procurements not originally referenced in the WP occur, contact MPDCONTRACTS@AZDOT.GOV to coordinate the new “contract/project number” to be used in AZUTRACS goal assessment requests and bidder’s lists. Post award, the DBE System “contract number” for each procurement that is entered into the DBE system shall be reported to the MPDCONTRACTS@AZDOT.GOV and cc: the ADOT Regional Planner. This may be achieved by cc’ing MPDCONTRACTS@AZDOT.GOV and the ADOT Regional Planner on the FHWA Monthly Report submission if desired by the SUBRECIPIENT.

In addition to other clauses required throughout this Agreement or by State law, the MPO shall include applicable contract provisions in every third-party contract / purchase order using federal funding summarized (but not limited to) the following:

The requirements in 2 CFR 200.326,

The requirements in 2 CFR 200 Appendix II,

FHWA funded procurements/contracts located at:

www.fhwa.dot.gov/programadmin/contracts/core02.cfm and

www.fhwa.dot.gov/construction/cqit/form1273.cfm and

<http://www.fhwa.dot.gov/construction/contracts/provisions.cfm>, as revised from time to time,

FTA funded procurements/contracts: Circular 4220 Third Party Contracting Guidance or its Appendix D, as revised from time to time, available at: <https://www.transit.dot.gov/regulations-and-guidance/fta-circulars/third-party-contracting-guidance>. Procurement Pro from National RTAP can be a good resource for the required federal language except that the State DBE and Title VI required language must also be included. Using Procurement Pro does not relieve the sub-recipient from the responsibility of ensuring that all the terms and conditions are complete and in compliance with Federal, State, and Local regulations.

Any requirements established by a particular funding type, program, or in funding agency guidelines

Provisions for Prompt Payment deadlines. The funding in this Agreement includes reimbursement of expenditures necessary to accomplish the work program. Payment may not rely on receipt of funds from ADOT before paying vendors/contractors/consultants.

The requirements in 23 CFR 420.121 (i).

The SUBRECIPIENT certifies that it shall communicate contractual requirements to contractors and sub-contractors and ensure all the requirements of this Agreement are incorporated by means of a contract or other legally binding documents stipulating the contractor and/or sub-contractor's responsibility to comply with this Agreement.

Use, and Disposition of Real Property and Equipment

The procurement, use, and disposition of real property and equipment shall be consistent with the approved WP and in accordance with the requirements of 2 CFR 1201.313, 2 CFR 200.313, and ADOT Policy FIN-11.08; Federal Property Management Standards which is herein incorporated by reference and made a part of this Agreement. The MPO agrees to inventory, to maintain records of and to insure the proper use, control, and disposal of all property, equipment, computer hardware, and furniture, acquired pursuant to funding under this Agreement.

Travel

All travel for the MPO and its Vendors funded through the WP Projects must comply with the State policies for Travel. In the event the MPO chooses to reimburse vendors or employees at rates higher than those authorized in State travel policy, when submitting travel reimbursement requests, each receipt must indicate the amount excluded from the reimbursement request. The MPO may not request reimbursement for costs not permissible under State policy. All travel may be directly approved by the MPO consistent with and in support of identified work tasks contained within the approved WP. The WP shall contain an estimated travel schedule for planned or anticipated out-of-state travel. Only actual expenses are reimbursable, within maximum reimbursement limits as described and established by the rates for travel: A.R.S. 38-621 through 38-627, Reimbursement for Expenses; State of Arizona Accounting Manual (SAAM), Section 50.65, *Vendor Travel*, Section 50.95 *Reimbursement Rates* available at

<https://gao.az.gov/publications/saam>. The MPO shall also comply with the policies governing individually operated motor vehicles in Section 50.15 of the SAAM. Travel costs paid to vendors or other non- ADOT-employees must always be supported by appropriate documentation and in the case of rental vehicles, the ADOT approved justification form.

The Director of the MPO, or the person or office to whom such authority may be delegated in writing by the Director, may approve lawful and justifiable travel requests submitted by the MPO's staff subject to the availability of funds when such travel furthers the interests of the MPO and the purposes of this Agreement.

The Director of the MPO, or the person to whom such authority may be delegated in writing by the Director, shall approve requests for reimbursement of travel expenses incurred pursuant to an approved travel request for lawful expenses incurred by the traveler. Reimbursement of lawful travel expenses incurred by members of the MPO shall be from funds made available to the MPO for travel expenses incurred in the performance of this Agreement, subject to the availability of funds.