

**REQUEST FOR QUALIFICATIONS/ PROPOSALS**  
**DEVELOPMENT AND IMPLEMENTATION OF A**  
**COMMUNICATIONS STRATEGY FOR THE**  
**SOUTHEASTERN REGIONAL TRANSIT AUTHORITY**

**INTRODUCTION**

The Southeastern Regional Transit Authority (SERTA) is requesting proposals from interested and qualified consultants and consultant teams to assist in the development and implementation of a communications strategy for SERTA.

The purpose of this Request for Qualifications/Proposals (RFQ/P) is to set forth the requirements and procedures for the submission of qualifications and proposals from consultants interested in performing the desired work. This RFQ/P includes pertinent introductory information, describes the work desired, sets forth the submittal requirements, and describes the consultant selection procedure to be followed.

**Background**

SERTA was created by the Wisconsin State Legislature and Governor in July 2009 to serve the counties of Kenosha, Racine, and Milwaukee. The function of SERTA under State law is to oversee the development of commuter rail service in Kenosha, Racine, and Milwaukee Counties. Additional legislation creating dedicated local funding for existing public transit systems, currently introduced in the State Legislature, has the potential to extend SERTA's responsibilities to overseeing these existing transit systems. The website for SERTA ([www.sewisrta.org](http://www.sewisrta.org)) documents the statutory responsibilities of SERTA, its governing bylaws, its members and staff, its past and scheduled upcoming meetings, all materials considered to date by SERTA, and reports of interest to SERTA's work. The proposed work of the consultant is to develop and implement a communications strategy to assist SERTA and its staff in communicating the work of SERTA, which currently includes overseeing the development of KRM commuter rail, and may extend to overseeing existing public transit systems should dedicated local funding be provided for existing transit systems.

**Issuing Organization**

This RFQ/P has been issued by SERTA. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) staff, which is assisting SERTA, will be responsible for project management and contract administration until SERTA hires its own permanent staff. The consultant responsible for conducting the

desired work will contract with SERTA for the completion of the work described in this RFQ/P and ultimately in the contract. SERTA and SEWRPC staff will provide appropriate oversight to all the activities envisioned to be accomplished under this work effort.

### **Contact Person**

For further information about this RFQ/P, contact:

Kenneth R. Yunker, Executive Director  
Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
P. O. Box 1607  
Waukesha, WI 53187-1607  
Telephone: (262) 547-6721  
Fax: (262) 547-1103  
[kyunker@sewrpc.org](mailto:kyunker@sewrpc.org)

### **SCOPE OF WORK**

The purpose of this section is to describe the desired consultant services, management of the desired work, and the type of consulting contract required. The work effort described in this RFQ/P is intended to develop and implement a strategy for communicating the work of SERTA, which currently includes overseeing the development of a KRM commuter rail line, and is to ultimately include constructing the line, acquiring equipment for the line, and operating the line. Essential to the work of SERTA is addressing the funding problems of the existing bus transit systems in southeastern Wisconsin, particularly in Milwaukee County, by obtaining dedicated local funding for these transit systems. Accordingly, a primary focus of the communications strategy will be to promote the passage of legislation in the State of Wisconsin which will provide dedicated local funding for the existing bus transit systems.

### **Work Elements**

There are four elements of work outlined below, which are to be performed by the consultant or consultant team. The description of each work element should be viewed as guidance for the development of a communications strategy, with examples provided as appropriate. The consultant should propose specific tasks for each work element that will be accomplished, and should provide the additional information for each work element identified in the next section of the RFQ/P, "Statement of Qualifications/Proposal Requirements". The four work elements to be performed include:

1. Develop Materials to Communicate the Work of SERTA
2. Distribute Communications Materials

3. Maintain and Build a Coalition of Supporters for the Work of SERTA
4. Other

### ***1. Develop Materials to Communicate the Work of SERTA***

The consultant will be responsible for proposing, developing, and producing materials to communicate the work of SERTA. Potential communications materials may include, but are not limited to:

- Fact sheets
- Newsletters
- Brochures
- Briefing materials and packages for communities, businesses, and local/County governments, as well as for SERTA Board meetings
- Electronic information provided through a SERTA blog and social media networks (e.g. Facebook or Twitter)

These materials should include information on the statutory responsibilities of SERTA; the status, proposal, and potential benefits of the KRM commuter rail project; and the need and status of dedicated local funding for the existing bus transit systems in southeastern Wisconsin.

### ***2. Distribute Communications Materials***

The consultant will be responsible for distributing the communications materials which were proposed, developed, and produced as part of the first work element. The focus of distributing these materials should be to develop awareness and understanding of the responsibilities of SERTA, the potential benefits of a KRM commuter rail line, and the need for dedicated local funding for the existing bus transit systems in southeastern Wisconsin. This work element will include clearly identifying specific recipients to be targeted, and the methods of distribution which will be utilized. Potential types of recipients may include, but are not limited to:

- State of Wisconsin legislators
- Local, County, State, and Federal elected officials
- Key public agency staff
- Businesses
- Community organizations
- General public

### ***3. Maintain and Build a Coalition of Supporters for the Work of SERTA***

The consultant will be responsible for maintaining the current coalition which has demonstrated support of the work of SERTA, and for broadening this coalition by identifying and recruiting additional supporters. The consultant should work with these supporters to ensure they have access to updated, accurate information on the work of SERTA, including the communications materials which are to be developed and distributed under the first two work elements. The focus of the coalition of supporters should be to promote dedicated local funding for the existing bus transit systems in southeastern Wisconsin, and to garner support for advancing the development of a KRM commuter rail line. Potential tasks for maintaining and building a coalition of supporters may include, but are not limited to:

- Identify existing individuals and groups which support KRM commuter rail
- Identify existing individuals and groups which support dedicated transit funding
- Identify individuals and groups which have the potential to support KRM commuter rail and dedicated transit funding
- Actively coordinate with and reach out to advocates of transit funding legislation, assisting these advocates in developing and executing strategies to demonstrate their support

As an alternative, which would expand on the work for maintaining and building a coalition of supporters, the consultant would additionally be responsible for working to unite all supporters of the work of SERTA to form a single, unified coalition of supporters. This alternative approach will require additional work by the consultant. Upon review of all proposals submitted by potential consultant firms, the SERTA Board may select one of the two alternative approaches to include in the contract offered to the firm which is selected to develop and implement the communications strategy.

### ***4. Other***

The consultant should propose any additional tasks and materials that may aid in communicating the work of SERTA, but are not included in one of the other three work elements. The proposed additional tasks and materials should be consistent with the overall communications strategy.

### **Work Management**

The consultant will be required to use the project manager and key staff members named in its Statement of Qualifications/Proposal. A condition of the consultant contract will be that a single project manager be identified and assigned to this work effort for its duration. Changes in the assigned project manager or in key staff members will not be permitted and may be cause for termination of the contract.

## **Schedule**

The responsibilities of the consultant will commence upon execution of the consultant contract and issuance of a notice to proceed.

## **Type of Contract**

Any contract resulting from this RFQ/P will be a monthly contract, at a set amount, negotiated between the selected consultant and SERTA. Payments to the consultant will be based on invoices submitted monthly by the consultant, with each invoice paid within 20 days of receipt. Each invoice will be required to include the following information:

- Name of the contractor or subcontractor providing the service;
- Brief description of the nature of the service or deliverable being billed;
- Hourly rate billed for the service;
- Number of hours worked;
- Actual expenses incurred to-date compared to the total contract; and
- Detail on the progress of billing for Emerging Business Enterprise or Disadvantaged Business Enterprise services.

## **STATEMENT OF QUALIFICATIONS/PROPOSAL REQUIREMENTS**

The purpose of this section is to describe what is being requested for inclusion in the statement of qualifications/proposal and the procedures for submittal by the consultant.

### **Contents of Proposal**

Each consultant will submit a proposal that will include the following items:

1. A clear and concise statement which indicates the consultant's ability to address each work element to be conducted. A list of at least three references for each work element for which the consultant has provided similar services as described in the proposal should be provided.
2. A statement by work element indicating the qualifications of the key persons who will be assigned to each work element of the project. As a condition of the contract, the assignment and use of a single project manager and key consultant personnel as proposed will be required

throughout the entire project. Resumes for key personnel who will be assigned to the project should be included in the proposal as appendices. A single project manager must be identified.

3. A brief statement indicating the availability of qualified personnel, facilities, and services and the ability of the consultant to complete the work of the study on a continual monthly basis. The consultant will identify the location where the project manager and key personnel for this study will be based.
4. A discussion for each of the four work elements, identifying the consultant's proposed approach to each element, and the level of effort including number and type of proposed tasks and proposed communications materials. Note: a discussion of each of the two alternative approaches for the third work element, "Maintain and Build a Coalition of Supporters for the Work of SERTA", should be provided.
5. An estimated cost budget and schedule over the next year for each of the four work elements including a separate cost budget and schedule for each of the two alternative approaches for the third work element, "Maintain and Build a Coalition of Supporters for the Work of SERTA". The schedule should identify for each work element the work to be accomplished each month. The budget should indicate by work element: personnel assigned, labor hours by persons, and other expenses. The direct labor hours and rate for each person assigned shall also be included. The cost budget should indicate the percentage of the work which will be performed by Emerging Business Enterprise firms as certified by City of Milwaukee, Disadvantaged Business Enterprise firms as certified by the Milwaukee County Community Business Development Partners, or Disadvantaged Business Enterprise firms as certified by the State of Wisconsin. A minimum of 17 percent of the proposed work should be proposed to be completed by Emerging or Disadvantaged Business Enterprise firms.

### **Format**

The proposal shall be submitted on letter-size (8 1/2 inches x 11 inches) paper and bound. Elaborate graphics and expensive papers and bindings are not necessary. Fifteen (15) copies of the proposal shall be submitted.

### **Directions for Submittal**

Consultants shall submit the required number of copies of the proposal to the Southeastern Wisconsin Regional Planning Commission. The proposals must be received at the Southeastern Wisconsin Regional Planning Commission offices by 12:00 noon Central Daylight Time (CDT) on Friday, September 3, 2010, located at the following address:

Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
P. O. Box 1607  
Waukesha, WI 53187-1607

Packaging containing the proposals and any related materials should be plainly marked on the outside in the following manner: "Qualifications/Proposal for Southeastern Regional Transit Authority Communications Strategy." Envelopes or packages containing proposals and related materials which are received after the above time and date will not be accepted and will be returned unopened.

### **Costs Incurred in Responding to this Request for Qualifications/Proposals**

The Southeastern Wisconsin Regional Planning Commission and the Southeastern Regional Transit Authority, as well as any other companies, businesses, organizations, units of government, and public agencies, are not liable for any costs incurred by consultants or consulting firms in responding to this RFQ/P, or for any costs associated with discussions required for clarification of items relating to this RFQ/P.

### **CONSULTANT SELECTION PROCEDURE**

A single consultant will be selected from those submitting qualifications/proposals for the development and implementation of a communications strategy for SERTA.

### **Evaluation of Consultant Qualifications/Proposals**

A qualifications-based selection process will be used to evaluate and select a consultant. Each proposal will be evaluated on the basis of the experience and qualifications, particularly of the proposed project manager and staff, and the proposed approach to the effort, as outlined in the proposal. Familiarity with southeastern Wisconsin will also be considered.

Each proposal will be evaluated and ranked by a team on the basis of the following evaluation criteria. Percentages indicate the proportional weight of each criterion.

1. Experience and qualifications of proposed project manager -- 15%
2. Experience and qualifications of proposed key personnel -- 25%
3. Experience with and knowledge of southeastern Wisconsin -- 15%
4. Experience with and knowledge of public transit and commuter rail -- 15%
5. Proposed work program -- 15%
6. Commitment to use emerging and/or disadvantaged business enterprise firms -- 15%

Consultant selection may be made solely on the basis of submitted statements of qualifications/proposal, or an evaluation of the qualifications/proposals may be used to select one or more consultants for a personal interview. If interviews are conducted, final selection will then be based upon interview and qualifications/proposal. Not every firm submitting a statement of qualifications/proposal may be selected for an interview. Interviews, if conducted, will be held on the afternoon of Thursday, September 16, 2010.

#### **Approval of Selection Decision**

Following review of the qualifications/proposals and possible interviews of the consultants, SERTA will select the highest ranked consultant and attempt to negotiate a contract with that consultant. Should such negotiations with the highest ranked consultant prove unsuccessful, then a contract may be negotiated with a next highest ranked consultant. SERTA reserves the right to reject any or all proposals received, cancel this RFQ/P, issue a subsequent RFQ/P, require confirmation of any information provided by consultants, establish a short list of RFQ/P respondents for interviews or clarifications, select a consultant without a short list, negotiate with any, all, or none of the RFQ/P respondents, and enter into a contract for all, part, or none of the required work.

#### **Requests for Clarifications**

In all cases, the services to be furnished under a contract resulting from this RFQ/P shall fully comply with the scope of work being requested herein. Questions regarding unclear or restrictive requirements, the procurement process, requests for clarification, or alleged improprieties shall be submitted in writing and received no later than by 12:00 noon Central Daylight Time (CDT) on Tuesday, August 17, 2010, at the following address. All correspondence should be directed to:

Kenneth R. Yunker, Executive Director  
Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
P. O. Box 1607

Waukesha, WI 53187-1607  
Telephone: (262) 547-6721  
Fax: (262) 547-1103  
[kyunker@sewrpc.org](mailto:kyunker@sewrpc.org)

Requests and questions must be submitted in writing. Faxes and e-mail are also acceptable. Telephone requests are discouraged. Responses to all written requests will be sent by e-mail or U.S. mail to all consultants that have requested the RFQ/P. Responses will be mailed by the end of the day on Wednesday, August 25, 2010.

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#149489 v3 - SERTA - Communications Consultant - RFQP