

REVISED OCTOBER 25, 2010

**REQUEST FOR QUALIFICATIONS
(RFQ) & EXPRESSIONS OF INTEREST
CONSULTING SERVICES**
(29 Del.C. §6981)



Agreement No. 1530-1531

MARKETING/COMMUNICATION SERVICES

REVISED RFQ 10/25/2010:

**The due date for Expressions of Interest submissions has been changed.
The revised date is Wednesday, November 10, 2010- 3:00 P.M. Local Time**

PROJECT DESCRIPTION

The purpose of this procurement process is to select up to two firms that can implement marketing strategies as part of a three-year, open-end agreement. These agreements will be an all inclusive resource that can be used when the Delaware Department of Transportation has a recognized need for public relations, marketing, or advertising assistance for any of its divisions, including the Division of Motor Vehicles and Delaware Transit Corporation.

These efforts may be related to specific construction projects, general safety concepts, motor vehicle or toll operations initiatives, or overall department education or promotion. Recognized efforts known at this time include the Secure ID educational efforts, marketing of the E-ZPass tolling system, and Work Zone Safety.

CONSULTANT SERVICES REQUIRED

Services may include, but are not limited to the following:

- Outreach Strategy Development
- Marketing materials-handouts, brochures, etc.
- Graphics creation
- Public awareness initiatives
- Logo development
- Radio campaigns
- Billboard or bus/van promotions and advertising
- Print advertising
- Social Media Coordination, design and monitoring

SUBMISSION REQUIREMENTS

1. **Expression of Interest submissions** must be received by: **3:00 P.M. Local Time, Wednesday, October 27, 2010** **November 10, 2010.**

Facsimile responses to this Request for Expressions of Interest are not acceptable. No response hand-delivered or otherwise will be accepted after the above date and time. Expressions of

Interest arriving after the deadline will be rejected regardless of the reason for late arrival. DelDOT's time is considered the official time for determining the cut-off for accepting Expression of Interest submissions. Firms wishing to be considered for work on this project must submit statements expressing interest as set forth herein. Any variation, including additions, is considered a basis for rejection. Expressions of Interest are to be mailed or delivered to:

Wendy B. Henry
Contract Administration
Delaware Department of Transportation
800 Bay Road, Dover, DE 19901

2. Specific Type Firm Solicited:

The Prime Consultant must be Pre-Registered, or make application for registration with DelDOT and appear on the Department's list of registered consultants in the area of Public Involvement, Item # 19 at the time of submission in order to be considered for evaluation on this project.

3. The Consultant shall submit six (6) copies of an Expression of Interest. Receipt of insufficient copies of the Expression of Interest and non-compliance with providing the requested information in the desired format may result in elimination from the overall shortlist and selection process.

4. In order to comply with the State of Delaware's Freedom of Information Act, firms responding to this Request for Qualifications should prepare one (1) copy of their Expression of Interest with any proprietary or confidential information redacted. This copy should be clearly marked as "Redacted Copy" and submitted along with the other six copies. Firms should review Delaware's Freedom of Information Regulations, section 6, Requests for Confidentiality, on the DelDOT Website www.deldot.gov and Section 10002(g) "Public record" of the Delaware Code, <http://delcode.delaware.gov/title29/c100/index.shtml> to determine what information may be considered proprietary or confidential and may be redacted from their Expression of Interest.

5. Joint venture submissions will not be considered.

6. DelDOT reserves the right to reject any and all Expressions of Interest. All submissions become property of the Delaware Department of Transportation and shall be retained for a period not to exceed 30 days from the date of the approved shortlist. DelDOT reserves the right to any and all ideas included in this response without incurring any obligations to the responding firms or committing to procurement of the proposed services.

RATING CRITERIA

Major factors/criteria for the establishment of a reduced candidate/shortlist and selection:

- a) Key Staff/Project Team qualifications
- b) Firm resources/capability to accomplish proposed work on schedule
- c) Experience on similar projects, work with other government entities
- d) Project understanding/approach/services required
- e) Completeness of submissions to include clarity, readability, and presentation of material

NOTE: DelDOT maintains a strict policy of not providing a debriefing for those candidates that do not make the shortlist. Shortlist and Selection Committee membership

appointments are confidential.

QUESTIONS

Questions regarding this RFQ should be submitted via email. Questions received and the Department's response will be provided on the Department's web site; <http://www.deldot.gov>. Click on 'Doing Business with DelDOT', under 'Professional Services', click on 'Current Requests for Consulting Services'.

CONTACTS

Questions may be addressed to: Wendy B. Henry, Consultant Control Coordinator's Office, Telephone: (302) 760-2531. E-mail address: wendy.henry@state.de.us.

OVERVIEW OF SELECTION PROCESS

The Expressions of Interest will be used to determine a reduced candidate's list/short list and also will be used for reference material during the actual selection process. Once a short list has been determined, a mandatory pre-proposal meeting may be established for a briefing and provides an opportunity for the short-listed candidates to ask questions. Once the Pre-proposal Meeting has been completed, there may be a written submission and/or oral interview sessions scheduled, after which the committee will determine the successful candidate.

After the selection process has been completed, applicable price information will be requested from the successful candidate; i.e. salary rates for various classifications of personnel, and an indirect cost derivation for the most current accounting period. Firms responding to this RFQ should be aware that the Department will not entertain direct cost charges for items needed to perform the work required. It is expected that all firms submitting are prepared for the work and include necessary work materials in their overhead rates. If an interested firm is requested to submit a priced proposal, the proposal should substantially reflect the same composition and area of involvement as the Expression of Interest submission.

Payroll burden and overhead will be computed on direct salary costs only (not including overtime) at the consultant's audited rate, as per Federal Acquisition Regulations Part 31, and Department policies. Computer and CADD costs are not allowable as a direct cost to this project. Rate determination and applicability is subject to audit by the Department. Additionally, candidates should be prepared for the Department to work with your current accounting firm to provide information and backup documentation. Full and immediate cooperation is required to avoid delays in execution of an agreement. Failure to cooperate may result in breaking off of negotiations and moving to the next ranked firm.

EXPRESSION OF INTEREST REQUIREMENTS

The letter portion of the Expression of Interest shall indicate the firms desire to perform services and indicate the specific tasks or areas of expertise, which will be subcontracted, and to whom. Interested firms must submit the material required herein or they will not be considered for the project.

1. Please submit the firm's mailing address, phone number, and an e-mail address for the firm's point of contact person on page 1 of the Letter of Interest. Future contacts by DelDOT will be done via e-mail, whenever possible.
2. The Expression of Interest submission should be tabbed and collated in the following order:

A. Table of Contents

Table of Contents (1 per set) - Limited to One (1) page on 1 sheet of paper

B. Letter of Interest

Letter of Interest (1 per set) - Limited to four (4) pages on two (2) sheets of paper

Indicate the following:

- (1) An understanding of the anticipated assignments, services required, and approach to providing the services required
- (2) Identify who the proposed project manager will be and what office location they will be working from.
- (3) The location, size, and description of the firm
- (4) Availability of personnel for immediate placement
- (5) Sub-consultant usage if anticipated. Indicate the percentage of work estimated to be performed by the sub vs. the prime. Also, indicate if the prime consultant has previously worked with the proposed sub and give a brief example of the previous relationship(s).
- (6) The Prime/Lead consultant must indicate the present workload either as a Prime Consultant or a Sub-Consultant with the Delaware Department of Transportation by Location, Agreement No. (to include Supplementals), Total Dollar Upset Limit, total paid-to-date, and the amount still available for use on the project(s). Also, include the estimated date of completion. If possible, include the estimated fees for any Delaware DOT projects for which your firm has been selected and does not have an executed agreement in place.
- (7) Provide a listing of contracts with DelDOT for the past five (5) years. Clearly indicate if your firm has not been short listed for a DelDOT project within the past five (5) years.

C. Project Organization Chart

Project Organization Chart (1 per set) - Limited to one (1) side of one sheet of paper.

D. Marketing RFQ Questionnaire

Insert the attached Questionnaire with responses and any requested attachments.

E. Company Information

Submit the following packet of information titled "Company Information" to include:

- (a) Name of entity and address.
- (b) Address of office where work will be performed.
- (c) Resumes for 6 key persons (6-single sided sheets of paper for resumes – 1 resume on each sheet). Indicate if the individual is a full-time member of your firm, part-time, on-call, etc. Indicate where key personnel are currently assigned & the length of the assignment. Clearly identify who will be the Project Manager.
- (d) List 5 projects that your firm has participated in within the last 3 years that are similar to the requirements in the Project Description portion of this Request for Qualifications. Include project name & location, nature of responsibility, contracting agency & address on one-single sided sheet of paper maximum for each project.

- (e) Additional information you would like to submit is limited to 1-single sided sheet of paper.

F. References

Provide a list of References who have personal knowledge of the prime consultant's and the sub-consultant's previous performance. Provide three (3) client references each for both the prime and the sub-consultant(s). The references must include **verified** addresses and telephone numbers, contact persons, and a brief description of services that have been provided similar to those described by Delaware DOT for this project.

- (1) References shall be shown on separate sheets (limited to one (1) single-sided sheet; one sheet for the prime and one sheet for each sub proposed). These shall not be included in the four page Letter of Interest.

No promotional materials or brochures to be included as part of the Expression of Interest package.

The Department is not liable for any cost incurred by the consultant in the preparation or presentation of the Statement of Qualifications.

The Department of Transportation will affirmatively insure individuals and businesses will not be discriminated against on the grounds of race, creed, color, sex, or national origin in consideration for an award. Minority business enterprises will be afforded full opportunity to submit bids/proposals in response to this invitation.

Department of Transportation
State of Delaware
By: Carolann Wicks, P.E.
Secretary
Dover, DE
October 4, 2010

AGREEMENT NO. 1530-1531

Marketing Questionnaire

- 1) What were your firm's total billings last year? (If your office is part of a national corporation, please report only the billing and client information of the local office that would serve the Department.)

Response:

- 2) Were your billings last year an increase or decrease over the previous year? If billings increased, what amount resulted from your present clients?

Response:

- 3) How many new clients did you gain last year?

Response:

- 4) How many clients did you lose last year?

Response:

- 5) How did your billing breakdown by media?

Newspaper _____%	Television _____% (commercial)
Magazine _____%	Radio _____%
Outdoor _____%	Direct Mail _____%
Cable TV _____%	Other _____%

- 6) How many clients does your firm handle?

Response:

- 7) What is the approximate total yearly billing of your largest account?

Response:

- 8) What is the approximate total yearly billing of your smallest account?

Response:

- 9) What types of businesses do your clients represent?

Response:

- 10) Do you specialize in any given type(s) of business or industry? Please list.

Response:

- 11) List your experience with marketing consultation to public sector agencies. Please briefly summarize your work for them.

Response:

- 12) Do you have or have had in the past any clients in State Government? In Toll Administration? If so, please list with client name, contact name and phone number.

Response:

- 13) Do you have any clients that might be in conflict with any of the Department divisions?

Response:

14) Describe your bidding, procurement, and purchasing procedures for marketing and sales services, materials and programs.

Response:

15) How many employees do you have?

Response:

16) List the methods of compensation you receive for similar work products.

Response:

17) List your established hourly rates for marketing personnel, creative, design, and pre-press services that may be utilized for this agreement.

Attach or List

18) Provide an organization chart, with names, titles, and affiliation of any management personnel that would be involved with the Department's account.

Attach

19) Describe your firm's primary expertise and focus, i.e.; research, management, graphic design and production, marketing programs, etc..

Response:

20) Briefly describe and define your concept of how the marketing process should operate within a business and the role your firm plays within this process.

Response:

21) In order for your firm to perform its job; what services, information, guidance and relationship do you expect from your client?

Response:

22) Describe the most notable marketing success your firm has experienced in the past five years that has the greatest relevance to the Department of Transportation?

Response:

23) Do you have a standard working agreement? If so, please attach a copy.

Attach

24) If your firm is selected for further consideration, which of the following can you provide:

A certified financial statement;

An unaudited financial statement, or

A letter of financial standing from a local lending institution.

Response: