



REQUEST FOR PROPOSALS

for

MARKETING CONSULTING SERVICES

RFP Issue Date: March 1, 2024

Proposals Due: 12:00 p.m. (noon), CST, March 29, 2024

INTRODUCTION

The North East Texas Regional Mobility Authority (the “NET RMA”), a regional mobility authority and political subdivision of the State of Texas governed by the provisions of Texas Transportation Code, Chapter 370 (the “RMA Act”), is requesting proposals from qualified firms or teams (individually or collectively, the “Proposers”) interested in providing marketing consulting services for the NET RMA, as more fully described in the Scope of Services section that follows (the “Services”).

The NET RMA was established as a regional mobility authority in Texas on October 28, 2004, by the Texas Transportation Commission. The NET RMA is granted powers under state law to develop “transportation projects”, as defined in the RMA Act, including the authority to study, design, construct, operate, expand, enlarge, and extend a turnpike project within the jurisdictional limits of the NET RMA (currently Smith, Gregg, Cherokee, Rusk, Harrison, Bowie, Wood, Panola, Titus, Van Zandt, Upshur, Camp, and Cass Counties). The NET RMA acts through its Board of Directors.

The NET RMA is responsible for the operation and maintenance of Segments 1, 2, 3A, 3B, 4, and 5 of Toll 49, a tollway located in Smith County. Segment 4 of Toll 49 extends from I-20 north to US 69 above Lindale, TX and opened to traffic in November 2018. The NET RMA is currently pursuing the development of future segments of Toll 49, including Segments 6, 7 and 8. The NET RMA also plans to pursue the future development of additional roadway projects and other transportation and mobility projects as authorized under the RMA Act.

Certain information is necessary to evaluate each interested Proposer's ability to provide the Services. As a result, interested Proposers are asked to submit a response setting forth their qualifications for the anticipated work, and may, at the NET RMA's sole option, be asked to make an oral presentation. The anticipated work is described herein and shall sometimes be referred to as the “services” in the context of this Request for Proposals (the “RFP”).

SCOPE OF SERVICES

The Services solicited by this RFP include, but are not limited to, strategic communications consulting and creative services. The selected Proposer will assist in the NET RMA's efforts to elevate its brand, mission, and vision within the North East Texas region; work at the direction and supervision of the NET RMA to provide the Services; and work cooperatively and collaboratively with the NET RMA's other consultants.

The Services to be provided by the selected Proposer include without limitation the following key elements:

- Research, develop and implement creative concepts, campaigns, and promotions for NET RMA markets in alignment with NET RMA's strategic goals and initiatives.
- Implement innovative and proven public relations strategies.
- Secure earned media placements with local media sources as well as national trade publications of significance to the transportation industry.
- Develop relevant content, including thought leadership pieces and opinion editorials related to infrastructure development in the North East Texas region.
- Provide as needed creative services, including the development of targeted education campaigns to key stakeholders (industry leaders, our customers, elected officials, and the general public), graphic design, and printed collateral. Manage implementation of all aspects of campaigns as requested, including

campaign-specific social media content and management. Creative elements include multiple media channels to support all campaigns, including traditional media (i.e. television, radio, and print), outdoor, online, direct mail, interactive social media and other new or relevant media channels.

- Identify and provide access to media production, media buyers, media planners, and market research. Oversee the management of these vendors and/or subconsultant firms.
- Provide copywriting and proofreading services as requested.
- Track analytics and report on success metrics and returns on investment for all efforts, initiatives and campaigns, and provide forward-thinking and strategic recommendations based on results.
- Support emergency public relations situations as needed.
- Prepare monthly progress reports of activities performed and resulting metrics.

Other communications and marketing efforts may be requested of the selected Proposer as needs arise.

RESPONSE CONTENT

Responses to the items that follow will be used by the Selection Committee (as defined below) to evaluate the proposals to provide the Services. Each item should be specifically addressed. Utilization of existing brochures, pamphlets, and information items is an acceptable form of response to an item only if such material specifically addresses the item and does not require interpretation or evaluation to form a conclusion. Failure to respond to each item and failure to submit all attachments may result in a proposal being deemed non-responsive and not eligible for further consideration.

- Name, address, telephone number, fax number, e-mail address, and title of the Proposer's principal contact for purposes of this RFP to whom questions or requests for additional information should be directed.
- A brief description of the Proposer and its history, including number of years in business.
- A description of the Proposer's Texas offices, including a summary of resources that would be assigned to the NET RMA.
- Areas of specialization as it relates to the items listed in the preceding section (Scope of Services).
- Provide the names of the executive staff responsible for making immediate and important decisions concerning the NET RMA account and their availability, including their qualification and experience on projects similar in scope and function.
- Describe the Proposer's and all subconsultants' current/projected commitments to other projects and how the Proposer will manage competing priorities and provide quality resources and attention to ensure the success of NET RMA's project.
- Provide an organization chart representing the roles of key personnel for the duration of the Contract (including percentage of time each person will spend on the Project and how the percentage of time may change during the term of the contract).

- Describe the quality and experience of the staff that will facilitate the successful delivery of NET RMA’s project. Provide examples of resource management illustrating successful delivery on previous projects.
- Provide a fee schedule for providing the Services, and any other costs which might be incurred during the contract term.
- Provide a list of three (3) comparable current clients as references, including name, contact, telephone number, and a description of the project and the work performed.
- Please describe any litigation, including any final disposition of any litigation, involving the Proposer or employees of the Proposer within the last five (5) years.
- Please describe any instance within the last five (5) years in which the Proposer was disqualified from a procurement by a governmental entity; held in default under a contract with a governmental entity; or under contract with a governmental entity which was terminated.
- Provide any other information that the Proposer may deem applicable to the Services that the NET RMA may utilize but has not been directly requested in this RFP.

REQUIREMENTS AND DEADLINES

This RFP seeks information that will enable the NET RMA to properly evaluate the abilities of responding Proposers. Limit your response to not more than twenty (20) pages and respond directly to issues set forth in the preceding Section (Response Content).

Questions concerning the RFP must be directed (via email or in writing) to:

North East Texas Regional Mobility Authority
 1011 Pruitt Place
 Tyler, Texas 75703
 Attn: Executive Director
 Email: marketingrfp24@netrma.org

Questions must be received by 12:00 p.m. (noon), CST, March 15, 2024. Responses to questions posed may be posted on the NET RMA website. Interested parties are responsible for monitoring the NET RMA website for information, updates, or announcements regarding this RFP.

Responses to the RFP should be delivered by 12:00 p.m. (noon), CST, March 29, 2024 as follows:

6 copies (and 1 additional electronic copy on a USB thumb drive) to:

North East Texas Regional Mobility Authority
 1011 Pruitt Place
 Tyler, Texas 75703
 Attn: Executive Director

One copy of the response shall be marked original and bear all original signatures. The other six (6) may be copies.

EVALUATION AND SELECTION

Responses will be reviewed by a Selection Committee designated by the Executive Director of the NET RMA. The Selection Committee will evaluate the responses to this RFP and may make a recommendation to the NET RMA Board of Directors as to the Proposer(s) best qualified to serve the NET RMA. The final selection, if any, will be made by the NET RMA Board of Directors, and the Board will not be bound by the recommendation of the Selection Committee. The Selection Committee may request oral presentations. The following will be the scoring criteria used by the Selection Committee to evaluate each proposal:

Team Organization, Workflow, and Staff Qualifications	25%
Marketing Consulting Services Experience	40%
Proposed Approach to Services	25%
Fee Proposal	10%

MISCELLANEOUS

- **Term.** The NET RMA seeks to secure a contract for up to five (5) years with an initial term of three (3) years and an option to renew for up to two (2) additional years. The length of the term and exercise of any renewal option is subject to approval by the NET RMA Board of Directors.
- **Public Information Act.** All responses submitted to the NET RMA become the property of the NET RMA and are subject to the Public Information Act (Texas Government Code Chapter 552). The Proposers should familiarize themselves with the provisions of that Act. In no event shall the NET RMA, or any of its agents, representatives, consultants, directors, officers, or employees, be liable to a Proposer for the disclosure of all or any portion of a response submitted pursuant to this RFQ. If the NET RMA receives a request for public disclosure of all or any portion of a response, the NET RMA will use reasonable efforts to notify the applicable Proposer of the request and give such Proposer an opportunity to assert, in writing, a claimed exception under the Public Information Act or other applicable law within the time period specified in the NET RMA's notice and allowed under the Act. Provided that the NET RMA receives the Proposer's written assertions for the exception of identified materials within the time period specified in the NET RMA's notice, the NET RMA will forward those assertions to the Office of the Attorney General with the NET RMA's request for determination of the matter. If a Proposer has special concerns about information which it desires to make available to the NET RMA but which it believes constitutes a trade secret, proprietary information or other information excepted from disclosure, such Proposer should specifically and conspicuously designate that information as such in its response.

The requirements of Subchapter J, Chapter 552, Government Code, may apply to this procurement and the selected firm agrees that the contract can be terminated if the firm knowingly or intentionally fails to comply with a requirement of that subchapter.

- **Cost of Responses.** All costs directly or indirectly related to preparation of a response to this RFP and in any oral presentation required to supplement and/or clarify the RFP shall be the sole responsibility of, and shall be borne by, the Proposer.

- Proposer's Acknowledgment. By submitting a response to this RFP, each proposer unequivocally acknowledges that the proposer has read and fully understands this RFP, and that the proposer has asked questions and received satisfactory answers from the NET RMA regarding any provisions of this RFP with regard to which the proposer desired clarification.

All written and electronic correspondence, printed material, exhibits, appendices, photographs, and reports submitted in response to all sections of this RFP process are, upon their receipt by the NET RMA, the property of the NET RMA and may not be returned.

- Anti-Lobbying Prohibition. During the pendency of this procurement, Proposers may NOT contact, either directly or indirectly, members of the NET RMA's Board of Directors, NET RMA staff, or Selection Committee members, concerning this procurement, unless it is to respond directly to official inquiries concerning the response. All contact with the NET RMA is to be through the NET RMA contact designated in the Section (Requirements and Deadlines) above. Any Proposer violating the anti-lobbying prohibition through the actions of a representative or others acting on its behalf may be disqualified from consideration in this procurement.
- Confidentiality. The NET RMA is governed by laws and regulations that make certain information confidential as well as specifying how public information is released. The Proposer shall not divulge any information relative to NET RMA's business to a third party without prior written approval of the NET RMA. The selected Proposer(s) may be required to sign a non-disclosure agreement.