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**BASTROP BLANCO BURNET CALDWELL FAYETTE HAYS LEE LLANO TRAVIS WILLIAMSON**

## **Capital Area Council of Governments Request for Proposals**

### **Marketing Campaign Development and Implementation**

#### *General Information*

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The Capital Area Council of Governments (CAPCOG) is a regional planning commission and political subdivision of the State of Texas serving Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Travis, and Williamson Counties.

**Contact Person: Sheila Jennings**

**Phone Number: 512-916-6006**

**E-mail Address: [sjennings@capcog.org](mailto:sjennings@capcog.org)**

CAPCOG is requesting proposals for services from qualified and experienced vendors to develop and implement marketing campaigns for the Commute Solutions and Air Central Texas programs in 2019. The annual budget allocated for this project shall not exceed \$162,500, with up to three, one-year options to renew. CAPCOG will select a vendor based on best value.

#### *Schedule*

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<b>RFP Issued</b>	<b>Friday, 3/22/2019</b>
<b>Deadline for Questions</b>	Friday, 4/5/2019 at 12:00 noon
<b>Response to Questions Posted &amp; Distributed</b>	Tuesday, 4/9/2019 by 5:00 pm
<b>Proposals due to CAPCOG</b>	<b>Tuesday, 4/16/2019 at 12:00 noon</b>
<b>Evaluation of proposals</b>	4/17/2019 – 4/19/2019
<b>CAPCOG Executive Committee Consideration of Award</b>	Wednesday, 5/8/2019
<b>Contract negotiation and execution</b>	5/8/2019 – 5/22/2019
<b>Anticipated performance period</b>	5/22/2019 – 9/30/2019

*NOTICE: Prospective proposers who have received this document from a source other than the CAPCOG should immediately contact the CAPCOG and provide their name, company, and email address in order that addendum to the RFP or other communication can be sent to them. Any prospective proposers who fail to provide the CAPCOG with this information assume complete responsibility in the event they do not receive communications after the RFP issue date.*

**Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation**

*Funding Source and General Restrictions*

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1. This contract will be partially funded using Surface Transportation Block Grant (STBG) funding from the Federal Highway Administration (FHWA) through the Texas Department of Transportation (TxDOT), and is subject to both federal and state rules. By submitting a proposal in response to this RFP, the vendor agrees to adhere to the rules and restrictions laid out in CAPCOG's Advance Funding Agreement (AFA) with TxDOT. A copy of this agreement is available on CAPCOG's website and will be incorporated by reference into any contract CAPCOG enters into under this RFP.
2. The remaining funds for this procurement are from local governments contributing to CAPCOG's air quality program. In a few cases, CAPCOG has interlocal agreements (ILAs) with these jurisdictions that would affect this procurement as well. Copies of these ILAs are also available on CAPCOG's website and will be incorporated by reference into any contract CAPCOG enters into under this RFP.
3. Please note that the following provision will be required to be included on each contract that CAPCOG executes arising from this procurement, and in any sub-contract related to this procurement: "The contractor, sub-recipient, or sub-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 DOT [Department of Transportation]-assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this agreement, which may result in the termination of this agreement or such other remedy as the recipient deems appropriate."
4. In accordance with the provisions of Title VI of the Civil Rights Act of 1964 (42 U.S. C. §§ 2000d to 2000d-4) and the Regulations, CAPCOG hereby notifies all bidders that it will affirmatively ensure that for any contract entered into pursuant to this advertisement, disadvantaged business enterprises (DBEs) will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.
5. CAPCOG participates in TxDOT's federally approved DBE program. Based upon this project's Federal Funding, type of work, location, overall and item cost estimate values, subcontracting opportunities, number of certified DBE firms in the vicinity of the project location, and the size of the project, TxDOT's Civil Rights Division has assigned this project an overall project DBE goal of zero percent (0%). However, DBE participation is encouraged and suggested, and is achievable through various opportunities such as DBE material supplier, subcontracting, etc.
6. If the vendor is a DBE or proposes to carry out work using one or more DBE, CAPCOG encourages the vendor to identify this information in the proposal. CAPCOG will be required to conduct periodic DBE reporting as part of its AFA with TxDOT, and will pass this requirement down to any contract awarded under this RFP.
7. The contract that will be executed arising from this RFP will include clauses that allow for cancellation due to lack of funding and cancellation for convenience.

# Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation

## Background

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### Overview

CAPCOG intends to carry out two region-wide marketing campaigns under this contract from June 1 – September 30, 2019:

1. A Commute Solutions marketing campaign for \$112,500.00 focused on increasing awareness and use of alternatives to single-occupancy vehicle (SOV) transportation, particularly during periods of peak congestions; and
2. An Air Central Texas marketing campaign for up to \$50,000.00 focused on increasing awareness about air pollution generally and increasing the willingness of residents to take action to reduce air emissions.

### Commute Solutions Campaign

CAPCOG manages and operates the Commute Solutions Program - a regional Transportation Demand Management (TDM) initiative that works to promote alternatives to single occupancy vehicle use (SOV) in the CAPCOG region, with a particular focus on the six-county Capital Area Metropolitan Planning Organization (CAMPO) region that includes Bastrop, Burnet, Caldwell, Hays, Travis, and Williamson Counties. More information on the program can be found at [www.CommuteSolutions.com](http://www.CommuteSolutions.com).

Key goals for this campaign include:

- Increasing the awareness of residents about the various sustainable commuting options as alternatives to SOV commuting during peak congestion periods within the CAMPO region;
- Increasing the willingness of residents to use these options; and
- Increase the understanding and urgency of the need for sustainable, more efficient commuting within the region among members of the public to help them amplify this message in their own channels of communication.

Although we refer to “alternatives to SOV commuting” and “alternative commuting,” the vendor should also note that we desire to develop and use messaging that avoids diminishing other choices as marginal, which some stakeholders feel that the term “alternative commuting” does.

Sustainable transportation modes and choices that may be promoted through this campaign include:

- Carpooling
  - CAPCOG’s MyCommuteSolutions.com platform can help facilitate carpool matching
- Vanpooling
  - Either through CapMetro’s MetroRideshare program or private vanpooling)
- Transit
  - Capital Metropolitan Transit Authority (CapMetro) and the Capital Area Rural Transit System (CARTS) are the public transit service providers in the region
  - Private/Micro-transit options are also becoming available within the region
- Active Transportation
  - Biking

## Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation

- Walking
- Skateboards/scooters
- Teleworking
  - Both part-time and full-time
- Alternative work schedules
  - Flexible work schedules: Different start/end times than 8:00 am and 5:00 pm
  - Compressed work weeks: Working schedules that result in 1-2 weekdays without a commute

Some priorities for this campaign include:

- Increasing the use of sustainable commuting choices in areas with high rates of SOV commuting and along the most congested roadways
- Encourage residents to visit the Commute Solutions website
- Reaching residents who live outside of the CapMetro service area who work within the CapMetro service area
- Increasing awareness among low-income, minority, disabled, senior, and non-English-speaking populations about their options
- Getting people to use the MyCommuteSolutions.com platform, a ride-matching/trip-planning tool to help users find car/vanpools, plan and log sustainable trips (carpool, vanpool, transit, etc.)

CAPCOG expects this campaign to involve both broad-based mass-media advertising and more narrowly targeted advertising for specific geographic areas and populations within the region.

At the conclusion of this campaign, CAPCOG will assess the success of the marketing campaign at achieving CAPCOG's goals based on a variety of metrics, including website visits, social media followers, and self-reported levels of awareness "Commute Solutions" and behavior change from surveys.

### Air Central Texas

The second advertising campaign will focus on promoting general air quality awareness and encouraging residents to take actions that reduce air pollution, including actions beyond reducing SOV commuting. This campaign will be conducted under the auspices of "Air Central Texas" ([www.aircentraltexas.org](http://www.aircentraltexas.org)), which is targeted at Bastrop, Caldwell, Hays, Travis, and Williamson Counties.

- General air quality awareness: 50% of expenditures
  - Focus: increase awareness of the air quality index, health impacts of air pollution, economic/regulatory consequences of violating air quality standards, and ozone action days
  - Target populations: parents, adults with respiratory diseases, adults who work outdoors, seniors and senior care-takers
- Emission reduction messaging: 50% of expenditures

## Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation

- Focus: Increase willingness of the general public to take action to reduce emissions, including driving clean vehicles and conserving energy
- Target populations: general public

### Budget and Contract Term

The vendor shall develop a schedule of tasks with completion deadlines, methodologies, and cost. CAPCOG will select all the identified tasks or a subset of the tasks to be completed. CAPCOG has budget of up to \$112,500 for Commute Solutions marketing and up to \$50,000 for Air Central Texas marketing. Final cost will be based upon negotiations with the selected vendor. CAPCOG anticipates the contract to be executed for this project between May 8, 2019 – May 31, 2019, with all campaigns ending by September 30, 2019. Payments up to this amount will be based on payment for services rendered.

### Questions

All questions about this RFP must be submitted in writing, via e-mail to Sheila Jennings at [sjennings@capcog.org](mailto:sjennings@capcog.org) no later than 12:00 pm, Friday, 4/5/2019. Responses will be posted online by 5:00 pm on Tuesday, 4/9/2019.

### *Scope of Work*

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#### Deliverables

##### **Campaign Development**

By May 31, 2019, the selected vendor shall:

- Meet with CAPCOG and other stakeholders to discuss strategy and planning for marketing the Commute Solutions and Air Central Texas programs (within 1 week of award of contract)
- Develop advertising messaging and other assets based on this feedback and the vendor's proposal

##### **Campaign Implementation**

The selected vendor shall:

- Source and use a broad range of outlets to connect with people, such as, radio, social media, web banners and tile ads, targeted ad placement on websites, digital mobile, and television
- Successfully launch and carryout the approved marketing campaign plans
- Provide all final marketing material files to CAPCOG in electronic file formats that can be re-used in other marketing efforts within 5 business days of the use of the material in advertising, or at a time mutually agreed to between the vendor and CAPCOG

##### **Reporting**

The selected vendor shall:

- Provide monthly progress reports that include detailed information on the development and implementation of the marketing campaigns, including:
  - Ad placement outlet
  - Gross Impressions
  - Cost per gross impression

## Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation

- Conversions/Click-Through
- Cost per Conversions/Click-Through
- Any other measureable metric identified in the strategic marketing plan
- Any auditing/verification activities performed
- Provide a final report that summarizes information on the development and implementation of the marketing campaigns, including:
  - Ad placement outlets
  - Gross Impressions
  - Cost per gross impression
  - Conversions/Click-Through
  - Cost per Conversions/Click-Through
  - Any other measureable metric identified in the strategic marketing plan
  - Recommendation for enhancements to future Commute Solutions and Air Central Texas campaigns

### *Proposal Format and Content*

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Please submit the following information:

- A. ORGANIZATIONAL/PROFESSIONAL PROFILE – provide for the lead company submitting the proposal and for any subcontractors proposed if the project is going to be partially subcontracted
1. Ownership information
  2. Physical and Mailing addresses
  3. Other company locations/offices, if any
  4. Primary Contact
  5. Telephone number, fax number and e-mail address of company’s primary contact
  6. Whether the company is considered a certified “disadvantaged business enterprise” as defined by the U.S. Transportation Department

See <https://www.transportation.gov/civil-rights/disadvantaged-business-enterprise/dbe-program-overview>

7. Whether the company is a certified Historically Underutilized Business (HUB) vendor as defined by the Texas State Comptroller’s Office:

See <https://comptroller.texas.gov/purchasing/vendor/hub/>

B. WORK PLAN

1. Describe the proposed timeline (including lead time needed to place ads) and the volume of advertisements that would be purchased/placed by medium.

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2. Describe the extent to which different outlets and media would be used to carry out this campaign, including: radio, social media, web banners and tile ads, targeted website ad placement, digital mobile, and television. While the proposed work plan does not necessarily need to include all of these media, the work plan should explain why a particular form of advertising is not recommended for this campaign and why the specific combination of advertising is being proposed for this specific campaign. The proposal should not include only one form of advertising. This does not need to describe the specific stations/sites/services that would be used, as this level of detail would be determined based on the meeting between CAPCOG and the vendor after the award.
3. Estimated measurable outcomes (gross impressions, frequency, reach, click-throughs) that can be expected from the proposed potential strategies, including information on the geographic distribution of those outcomes (i.e., are all of the people being reached just in the core urban area or all throughout the 6-county target region?) and the audience distribution of those incomes (how are outcomes distributed by income, race, language, etc.).
4. Explain procedures that will be used to verify that ads purchased were actually run, etc. Please include descriptions as to how the vendor and/or CAPCOG can verify that any increase in website traffic or social media followers are not as the result of “bots” or other techniques to artificially boost these performance metrics.
5. Identification of key personnel who will work on this contract, any subcontractors, and how the contractor will provide deliverables.
6. Described the nature of any subcontracting that may be involved with this project

### C. RELEVANT EXPERIENCE AND QUALIFICATIONS

1. Describe your organization’s relevant experience for the type of work solicited in the RFP
2. Provide three (3) examples of similar work highlighting the marketing campaigns’ development (strategic planning and ad design), campaign engagement, and how these campaign successes can be repeated for this project. Demonstrate that the respondent has successfully been in business of providing, or the principals have had ownership/executive management in a previous company with comparable type experience, for the services solicited
3. Demonstrate knowledge of the project area (Bastrop, Burnet, Caldwell, Hays, Travis, and Williamson Counties), including demographics, modes of travel, and other factors relevant to this project.
4. Provide a list of any current public agency or not-for-profit customers for which you have provided similar services in the past five years, including the name, phone number, and e-mail address of for a point of contact for each of these customers.

### D. CONTRACT PRICE AND BUDGET (MUST BE SEPARATED FROM DESCRIPTION OF PROGRAM FEATURES)

## Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation

1. Identify the proposed amount of money that will be budgeted for each type of advertising (radio, website ad placement, etc.), as well as the average per-unit cost and proposed quantities of these ads to be purchased between June 1, 2019, and September 30, 2019.
2. Identify management costs associated with the contract.
3. If applicable, identify the proposed method for updating costs upon contract renewal

### *Selection Process and Criteria*

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The selection process for this RFP involves the following steps:

1. CAPCOG staff will review of proposals to determine if they meet minimum requirements. Incomplete proposals will not be considered for selection. In order to meet the minimum requirements for this procurement, all of the following must be true:
  - Proposal was submitted on-time
  - Includes all required information for the “Organizational Profile” described above
  - The organization is not prohibited from performing work under this contract due to the terms of CAPCOG’s Advance Funding Agreement (AFA) with the Texas Department of Transportation
  - Includes all required elements of the required “Work Plan” described above
  - Includes all required information related to “Relevant Experience and Qualifications” described above
  - Includes all required information related to “Contract Price and Budget” described above
  - Includes at least one budget scenario that matches the \$112,500 limit for the Commute Solutions campaign and the \$50,000 limit for the Air Central Texas campaign
  - Includes sufficient information regarding per-unit costs such that the contract totals for each campaign could be reduced if necessary based on funding availability
2. A subcommittee of program stakeholders will individually score proposals based on the proposed work plan, relevant experience and references, and a cost evaluation (see criteria for each below).
3. The average scores from the committee members will result in a composite score for each proposal, and proposals will be ranked from highest to lowest composite score.
4. Pursuant to CAPCOG’s procurement policies, CAPCOG’s authority to award and execute this contract is subject to approval by CAPCOG’s Executive Committee.
5. CAPCOG’s authority to award this contract is also subject to approval by TxDOT’s project representative.



# Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation

## Committee Evaluation Criteria

The table below shows the scoring criteria and maximum number of points for each criteria.

**Table 1. Proposal Scoring Criteria**

Criteria	Max. Score
<b>1. Proposed Work Plan</b>	30
<b>2. Qualifications</b>	40
<b>3: Costs and Fees</b>	30
<b>Total</b>	<b>100</b>

The **Proposed Work Plan** score will account for factors such as:

- Estimated impact on behavior as a result of the marketing campaign;
- Details as to the volume of advertising proposed for various media and why that specific combination of advertising is recommended;
- Ability to conduct specialized marketing for specific geographic areas or demographic profiles;
- Consideration of achieving geographic balance within the CAMPO region in terms of behavior impact;
- The estimated reach, frequency, gross impressions, and other statistics that can help characterized outputs from the advertising;
- Reporting capabilities to assess the impact of the advertising; and
- Any other relevant aspect of the proposed work plan.

The **Qualifications** score will be based on:

- The vendor's experience conducting similar types of public education campaigns;
- The vendor's experience with the specific types of advertising/marketing proposed;
- The strength and relevancy of references listed in the proposal (CAPCOG staff will survey these references and their responses will be made available to the committee); and
- Qualifications of staff that will be assigned to working with CAPCOG.

**Cost and Fees** score will be based on the RFP committee's evaluation of the reasonableness of the vendor's proposed charges, including:

- The share of costs allocated for any project management and research
- Any labor costs associated with design
- The per-unit costs for ad placements
- The method for updating costs upon contract renewal

## CAPCOG Executive Committee

CAPCOG staff will convey the committee's recommendations to its Executive Committee and seek approval of an initial contract to the highest-ranked vendor for an annual amount not to exceed \$162,500 based on that ranking. Following Executive Committee approval, CAPCOG will open negotiations with the highest-ranked vendor and identify any optional work that CAPCOG may choose to include in the scope of work. CAPCOG staff intend to include a request for up to three, one-year options to renew this contract.

**Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation**

***Submission of Proposals***

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Your PROPOSAL must be received in the Capital Area Council of Governments’ office **no later than 12:00 noon (Central), Tuesday, April 16, 2019**. Proposals may be either emailed, mailed or hand-delivered. Faxed proposals will not be accepted. Proposals or related documents submitted after the deadline will not be accepted.

Email address for all proposals is:

[sjennings@capcog.org](mailto:sjennings@capcog.org)

<b>The mailing address for all proposals is:</b>	<b>The delivery address is:</b>
<b>Capital Area Council of Governments</b>	Capital Area Council of Governments
<b>Attention: Sheila Jennings</b>	Attention: Sheila Jennings
<b>6800 Burlleson Road</b>	6800 Burlleson Road
<b>Building 310, Suite 165</b>	Building 310, Suite 165
<b>Austin, Texas 78744</b>	Austin, Texas 78744

CAPCOG is not liable for any costs incurred by a proposer in preparing and submitting a proposal.

A proposal will remain in effect for a period of sixty (60) calendar days from the deadline for submission of the proposal or until it is withdrawn in writing, a contract is executed, or this RFP is canceled, whichever occurs first.

**Attachments**

Six (6) certification forms are required for this project. Five are to be completed and submitted to CAPCOG directly – these are available on the CAPCOG website at <http://www.capcog.org/about-capcog/doing-business-with-capcog/>:

1. Certification of Compliance with Small, Disadvantaged, Minority, Women-Owned, And Historically Underutilized Business Policy;
2. Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion for Lower-Tier Covered Transactions;
3. Certification Regarding Lobbying;
4. Certification Regarding Prohibition on Contracts with Companies Boycotting Israel; and
5. Conflict of Interest Questionnaire -Chapter 176 of the Texas Local Government Code requires vendors and consultants contracting or seeking to contract with CAPCOG to file a conflict of interest questionnaire (CIQ) if they have an employment or other business relationship with an CAPCOG officer or an officer’s close family member.

The sixth form must be completed online:

6. Certificate of Interested Parties Form – Form 1295  
Texas law states that a governmental entity or state agency may not enter certain contracts with a business entity unless the business entity submits a disclosure of interested parties to the governmental entity or state agency at the time the business entity submits the signed contract

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to the governmental entity or state agency. The required form and instructions are located at the Texas Ethics Commission Website.

### Amendment or Withdrawal of Proposal

A proposer may not amend its proposal after its receipt by CAPCOG. However, CAPCOG may waive an error in or omission from a proposal if the error or omission is not material.

A proposer may withdraw the proposal if there is a material mistake in the proposal and resubmit the proposal with the mistake corrected before the due date for proposals.

### Additional Information

CAPCOG may request in writing additional information from a proposer relating to the proposal and the proposer agrees to furnish it within a reasonable time.

### Award of Contract

CAPCOG will select the responsible proposer whose proposal is the most advantageous to CAPCOG. For the purposes of this contract, the proposal that is most advantageous to CAPCOG will be defined as the proposal that ranks the highest based upon the specified criteria.

CAPCOG will initially review all proposals to determine whether they met minimum eligibility requirements for further consideration. Any proposal that did not meet these requirements will not receive further consideration, and CAPCOG will notify those vendors of such determination within one business day of such determination.

CAPCOG staff intends to present the average scores and ranking from highest to lowest to CAPCOG's Executive Committee at its May 8, 2019, meeting. At this meeting, CAPCOG staff will seek approval to negotiate and execute a contract with the top-ranked proposal and, if contract negotiations break down, allow CAPCOG to negotiate with the next highest-ranked proposal and on down the list until CAPCOG is able to reach satisfactory terms with a vendor.

If vendor that submitted the highest-ranking proposal cannot agree to a contract price that CAPCOG determines to be reasonable, CAPCOG will terminate negotiations in writing with that vendor and open negotiations with the next-highest ranking vendor according to the ranking in the selection. CAPCOG will provide a formal notice by e-mail to a vendor when it opens negotiations and if it decides to terminate negotiations.

CAPCOG reserves the right to reject any or all proposals. If CAPCOG rejects all proposals, it may solicit new proposals if a new solicitation is in CAPCOG's best interest.

### Subcontracting

Proposers must indicate whether they intend to subcontract any part of the work and identify the subcontractor(s) and organization in the proposal response. All subcontractors will be subject to approval by CAPCOG. All subcontractors will be required to submit qualifications in the same manner as the prime contractor(s). The selected contractor(s) shall have appropriate provisions of its proposal ready to be inserted in all subcontracts ensuing to insure fulfillment of all contractual provisions by subcontractors.

**Capital Area Council of Governments Request for Proposals For Commute Solutions and Air Quality Marketing Campaign Development and Implementation**

## Invoicing and Payment

Payment shall be made for services rendered and billed by the Contractor and received by CAPCOG upon the completion of satisfactorily executed deliverables. Contractor must submit invoices to CAPCOG by the fifth business day of each month for any work completed in the previous calendar month..

## Resolution of Protested Solicitation or Contract Award

An unsuccessful bidder/offer/proposer may protest the procurement process by following the procedure as available in the RFP. The protest must be made within five business days of the date the basis of the protest to the procurement process became known or should have become known to the protester, whichever is earlier. The protest must be submitted in writing to CAPCOG, to the attention of the contact person, and identify and be signed by the protester. A protest shall be submitted to CAPCOG to the attention of Sheila Jennings, Director of Administration, (see contact information above).