

# **ARKANSAS BLUE RIBBON COMMITTEE ON HIGHWAY FINANCE**

## **REQUEST FOR QUALIFICATIONS AND PROPOSALS**

### **On-Call Professional Communication Services**

**Proposals must be submitted  
no later than 4:30 p.m. CST  
February 22, 2010**

To constitute a valid submission, proposal must:

- (1) Be submitted by the prescribed date and time (Paragraph 2.3);
- (2) Address all of the requirements set forth herein;
- (3) Contain Page 7, completed with the following information:
  - a) company name, address, and phone number.
  - b) original signature in ink, not photocopied or stamped.

For further information regarding this RFQ/RFP contact:

**Estella Smith, Legislative Analyst  
Bureau of Legislative Research  
501-537-9192 or [estella@arkleg.state.ar.us](mailto:estella@arkleg.state.ar.us)**

**ARKANSAS BLUE RIBBON COMMITTEE ON HIGHWAY FINANCE**  
RFQ/RFP for On-Call Professional Communication Services

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**ARKANSAS BLUE RIBBON COMMITTEE ON HIGHWAY FINANCE****Request for Qualifications and Proposals (RFQ/RFP)  
On-Call Professional Communication Services****Section 1.0 INTRODUCTION**

1.1 **Scope:** The Arkansas Blue Ribbon Committee on Highway Finance (BRC) is seeking the on-call professional communication services from a qualified communications firm or team to assist the BRC in its duties as defined in Act 374 of 2009 to include without limitation assistance with involving the public as full and valued partners in determining adequate financing of the present and future needs of the state highways, county roads, and city streets within the state. A copy of Act 374 of 2009 can be found in Appendix A and is incorporated by reference. The successful qualified communications firm or team will act as the extended staff for the BRC to perform the following tasks, but not be limited to:

- Planning, promoting and conducting a series of statewide public meetings/listening sessions to be completed no later than three (3) months from the deadline to respond to this RFQ/RFP;
- Compiling and organizing information gathered from the public meetings and other sources for presentation to the BRC at the BRC meeting so designated;
- Developing informational and/or educational methods and materials relative to the meetings and other functions of the BRC as needed; and
- Preparing reports and other correspondence at the direction of the BRC as needed.

1.2 **Point of Contact:** Questions concerning submission of a proposal in response to this RFQ/RFP should be addressed to the BRC officials named below:

Senator John Paul Capps, Chair  
Arkansas Blue Ribbon Committee on Highway Finance  
Room 315  
State Capitol  
Little Rock, AR 72201

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFQ/RFP, revisions, amendments or supplements will be provided to all recipients of this initial RFQ/RFP and all who have requested information in writing.

1.3 **Term of Contract:** The contract will be for no longer than six (6) months from the deadline to respond to this RFQ/RFP, and the BRC may elect to extend the contract through December 31, 2010. Pursuant to Ark. Code Ann, § 19-11-238 (c) (Supp.1997), the contract shall automatically terminate at the end of any fiscal year if funds have not been appropriated or are otherwise unavailable for the following year, in which case the successful qualified communications firm or team shall be reimbursed only for any non-recurring cost that was incurred but not amortized in the contract price.

- 1.4 **Information Restrictions:** All information received by BRC regarding this RFQ/RFP is restrictive and will not be available before award is made to the successful qualified communications firm or team.
- 1.5 **Choice of Law and Choice of Forum:** This RFQ/RFP and any resulting contract shall be governed by and construed in accordance with the laws of the State of Arkansas. Any proceeding relating to any cause of action of any nature arising from or related to the RFQ/RFP or contract may be brought only before the appropriate forum in Pulaski County, Arkansas.
- 1.6 **Ethics:** *“It shall be a breach of ethical standards for a person to be retained, or to retain a person, to solicit or secure a State contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies maintained by the contractor for the purpose of securing business.”* Ark. Code Ann. § 19-11-708(a).

## **SECTION 2.0 PREPARING AND SUBMITTING A PROPOSAL**

- 2.1 **General Instructions:** The evaluation and selection of a qualified communications firm or team and any resulting contract will be based on the information submitted in the respondent’s packet including references, meetings, presentations, or demonstrations if requested. Each respondent shall provide a description of the firm(s), an organization chart listing key personnel by name and title with resumes of proposed staff. Failure to respond to each of the requirements in the RFQ/RFP may be the basis for rejecting a response. Elaborate proposals beyond that sufficient to present a complete and effective proposal (such as those involving expensive artwork) are not necessary or desired.
- 2.2 **Incurring Costs:** The BRC is not liable for any cost incurred by respondents in replying to this RFQ/RFP. The cost of developing and submitting the response is entirely the responsibility of the qualified communications firm or team. This includes costs to determine the nature of this engagement, preparation of qualifications/proposal, submission of qualifications/proposal, negotiation for the contract, and all other costs associated with this RFQ/RFP.
- 2.3 **Time and Place for Submission of Proposal:** Respondents must submit five (5) copies of completed responses, along with all materials required for acceptance of their packets by **4:30 p.m. CST on February 22, 2010.**

Mail or Deliver to:

Senator John Paul Capps, Chairman  
Arkansas Blue Ribbon Committee on Highway Finance  
Room 315  
State Capitol  
Little Rock, AR 72201

- 2.4 **Rejection of Proposals:** A RFQ/RFP response may be rejected by the BRC if the response is received after the date and hour established under paragraph 2.3 or unsigned or presented with a signature that is illegible, stamped, or photocopied.

- 2.5 **Assignment:** No contract resulting from this RFQ/RFP may be assigned, sold, or transferred without the prior written consent of the BRC, and no obligation incurred pursuant to this RFQ/RFP and any resulting contract may be delegated without written consent of the BRC.
- 2.6 **Advertisement:** The successful qualified communications firm or team is prohibited from using any contract award information in any advertisement, including press releases, without the prior written consent of the BRC.
- 2.7 **Cancellation of Contract:** The BRC reserves the right to cancel any award or contract without recourse upon written notice to the successful qualified communications firm or team.
- 2.8 **Default and Remedies:** Non-performance of any requirement or condition of any contract resulting from this RFQ/RFP shall constitute default. Upon default, the BRC shall issue a written notice of default providing a period in which the successful qualified communications firm or team shall have thirty (30) days, or if the default is repeated during the term of the contract or any extension thereof, the BRC may, in its sole discretion, terminate the contract(s) or remaining portions thereof and exercise any remedy provided by law.
- 2.9 **Presentations and Site Visits:** Selected Respondents may be required to make presentations and/or arrange visits at client sites to supplement their proposals, if requested by the BRC. The BRC will make every reasonable attempt to schedule each presentation at a time and location that is agreeable to the Respondent. Failure of a Respondent to conduct a presentation on the date scheduled may result in rejection of the Respondent's proposal.
- 2.10 **References:** Respondent may submit a list of clients for whom similar projects have been performed. Any references should include a point of contact name, address, and telephone number. Information obtained from reference contacts may be used in determining the successful qualified communications firm or team.
- 2.11 **Payment for Services:** The successful qualified communications firm or team will work under a Master Agreement with the BRC where the Master Agreement allows individual Task Orders to be issued. Fees will be negotiated on a task-by-task basis. The successful qualified communications firm or team must be willing to accept payment for services on a completed or percent of completed fee basis over the life of each task order.

### **SECTION 3.0 - GENERAL INFORMATION**

- 3.1 **Background:** The BRC was established by Act 374 of 2009. Its purpose is to:
- Seek to actively involve the public as full and valued partners in determining adequate financing of the present and future needs of the state highways, county roads, and city streets within the state;
  - Define an equitable and adequate system to properly finance improvements to the systems of state highways, county roads, and city streets within the state; and
  - Propose and recommend legislation for the 2011 Regular Session of the General Assembly.

**SECTION 4.0 - EVALUATION & AWARD**

- 4.1 **Evaluation:** In order to properly evaluate the experience of the project team being proposed for this work, the involvement of each team member in projects that are presented as “similar types of work” or as representative of the work the firm is involved in should be shown. Projects listed in this packet that are intended to show the firm’s experience in the type of work contemplated and that do not have the involvement of any team member will not be considered by BRC. Responses will be evaluated based on the following criteria:
- The specialized experience and technical competence of the firm with respect to providing on-call professional communication services on a task-by-task basis;
  - The capacity and capability of the firm to perform the work in question within the time limitation allotted for the completion of the project, to include at a minimum:
    - (A) Planning, promoting, and conducting at least four (4) regional meetings throughout the State, with at least one (1) in each Congressional District of the State;
    - (B) Contacting or coordinating contacts with all federal, state, county, and municipal elected officials and other stakeholders about the regional meetings and providing adequate notice for the meetings;
    - (C) Contacting or coordinating contacts with any person or entity that a member of the BRC has recommended as being an interested party in the area of the state where the regional meetings are being held;
    - (D) Reporting as required by the BRC; and
    - (E) Other professional communication services as needed by the BRC.
  - The past record of performance of the firm with respect to such factors as control of costs, quality of work, and ability to meet schedules and deadlines; and
  - The firm’s proximity to and familiarity with the area in which the project is located.
- 4.2 **Award:** Award will be based upon an evaluation of all responses received to this solicitation and the determination of the proposal or proposals considered to be the most advantageous to the BRC. The BRC reserves the right to accept or reject in whole or in part any and all proposals submitted, to award to more than one Respondent, to waive any minor technicalities when it is in the best interest of the BRC, and to negotiate terms of the contract, including the award amount, with the selected Respondent.

**ARKANSAS BLUE RIBBON COMMITTEE ON HIGHWAY FINANCE**  
Request for Qualifications/Proposals  
On-Call Professional Communication Services

**\*\*\*\*\* This page must be completed, properly signed and submitted for \*\*\*\*\*  
proposal to be considered.**

**4.3 Signature Page**

I, the undersigned, affirm that this proposal is made on behalf of the below-named company/individual, for whom I have legal authority to commit to the terms and conditions set forth in the RFQ/RFP and this response, to which we agree to be bound if this proposal is found acceptable by the BRC; and that this proposal is made without any collusion or coercion on the part of any person, firm, corporation or other entity.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Representative: \_\_\_\_\_

City: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Federal Tax ID or Social Security No.: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**(Must be legible, original, no photocopies, and in ink)**

**For BRC Use Only**

Accepted: \_\_\_\_\_

By: \_\_\_\_\_ Date: \_\_\_\_\_