

To be published in the *HATTIESBURG AMERICAN* and *CLARION LEDGER* in the Wednesday, **September 10, 2014 Edition** and Sunday, **September 14, 2014** in the Classified Ad Section Block Style on behalf of the City of Hattiesburg, Mississippi.

Please prepare a *PROOF OF PUBLICATION* and remit to the City Clerk, City of Hattiesburg, P.O. Box 1898, Hattiesburg, Mississippi 39403-1898. TEAR SHEETS ARE NOT ACCEPTABLE AS PROOFS.



**THE CITY OF HATTIESBURG, MISSISSIPPI  
PUBLIC TRANSIT SYSTEM – HUB CITY TRANSIT (HCT)**

**REQUEST FOR QUALIFICATIONS**

**Marketing Service Plan for the City of Hattiesburg's  
Public Transit System Hub City Transit**

**LEGAL NOTICE**

Notice is hereby given to professional firms to submit a Request for Qualifications to provide professional services for the development and implementation of a creative and comprehensive multi-year Marketing Plan to promote upcoming public transit service upgrades and route changes for the Hattiesburg service area.

The sealed RFQ will be received until the hour of 10:00 a.m. (CST), Thursday, October 2, 2014, at the City of Hattiesburg's City Clerk Office, 2<sup>nd</sup> Floor, 200 Forrest Street, Hattiesburg, Mississippi 39401 (mailing address: P.O. Box 1898, Hattiesburg, Mississippi, 39403-1898)

The goal of the **HCT Marketing Plan** for the City of Hattiesburg's Public Transit System Hub City Transit (HCT) is to create a marketing campaign/plan designed for the successful implementation of various transit service changes by HCT. This initiative should result in a turnkey marketing campaign, including schedule and digital products that HCT can use to ensure compliance with citizen participation guidelines, to inform the public by all appropriate media, to make presentation at public hearings, and to distribute widely in the community.

The Request for Qualifications application can be found on the City of Hattiesburg's website at <http://www.hattiesburgms.com/downloads>

The City of Hattiesburg hereby notifies all proposers that in regard to any contract entered into pursuant to this RFQ, advertisement or solicitation, disadvantage business enterprise will be afforded opportunity to submit proposals and no one will be subjected to discrimination on the basis of race, color, creed, religion, sex, disability, age or national origin in consideration for an award. DBE's are encouraged to submit a RFQ.

The City of Hattiesburg reserves the right to postpone, accept or reject any and all proposals.

Questions regarding the project should be submitted to Christine Brown, at [mpo@hattiesburgms.com](mailto:mpo@hattiesburgms.com)  
Questions and answers will be posted periodically at this website. Interested professionals should deliver one original and five copies of the RFQ and one PDF version on a flash drive or CD by 10:00 a.m. on October 2, 2014 to:

***Physical Address:***

Office of the City Clerk  
City of Hattiesburg  
200 Forrest Street  
Hattiesburg, MS 39401

***Mailing Address:***

Office of the City Clerk  
City of Hattiesburg  
P.O. Box 1898  
Hattiesburg, MS 39403-1898

PUBLISHED by the Order of the Council on the \_\_\_\_ day of \_\_\_\_\_ A.D. 2014.

CITY OF HATTIESBURG, MISSISSIPPI

BY: \_\_\_\_\_  
Sharon Waits, City Clerk

( S E A L )



**HCT-RFQ-1002**

City of Hattiesburg, Mississippi

## Request of Qualifications

For the Development of a  
**Marketing Service Plan**  
for the City of Hattiesburg's Public Transit System Hub City Transit

### **PROJECT PURPOSE:**

The City of Hattiesburg's public transit system, Hub City Transit (HCT), in conjunction with the Hattiesburg-Petal-Forrest-Lamar Metropolitan Planning Organization (HPFL-MPO, or MPO) is seeking Request of Qualifications (RFQ) from qualified consultant firms to assist (HCT) in implementing a creative and comprehensive multi-year Marketing Plan to promote upcoming public transit service upgrades and route changes for the Hattiesburg service area.

### **1. Overview**

Hub City Transit (HCT) is a public transportation system funded in large part by the Federal Transit Administration (FTA) and the City of Hattiesburg. HCT has a long history of serving the City of Hattiesburg with low cost fixed route and Paratransit services. Presently, HCT operates four fixed routes through various area neighborhoods and business districts, emanating from the Hattiesburg Intermodal Facility – the Historic Train Depot in downtown Hattiesburg. HCT's Paratransit service is an advance-scheduled service for elderly and/or disabled residents to get assistance in making trips in and around the area.

### **2. Background**

In recent history, there have been no significant changes to the existing fixed route system, yet notably, populations and centers of commerce may shift even within communities over time. In 2012, Hub City Transit Service Route Improvements Study was completed, which suggested certain additions to route service, updates to existing routes, and some short-term and long-term possibilities for overall service improvement. The most noticeable change suggested in the study includes the creation of a more centralized

primary hub for bus transfers, additional secondary transfer stops (stops common to at least 2 routes), and the adaptation of the routes to shifts in populations and likely destinations.

In the long-term, HCT intends to expand its services both inside and outside of the City of Hattiesburg, to increase service frequency, to add flex-route service options, and to partner with the universities and major employers in order to increase ridership. Naturally, goals for the transit system include increasing ridership, increasing revenues, and continually improving service. Challenges posed in making changes to transit services include a natural resistance to change, effectively informing the public of proposed changes, ensuring that changes prior to implementation are well promoted, and reaching people and groups that are not current users of transit services (either by choice or because they have not given it consideration). Often, there is a tendency to view public transit in a negative light because of a perception that it is intended only for those that are transit-dependent. In a culture that appreciates the flexibility afforded by personal vehicles, the concept of public transit can be somewhat foreign.

HCT operates on an annual budget of approximately \$1.5 million dollars. Capital and operating funding comes from the Federal Transit Administration and the City of Hattiesburg. HCT has a brand and is easily identified in the community. In the development of this marketing campaign, you will be offered the unique opportunity to assist the city's only urban transit system in making the community aware of the benefits of a good public transportation system and to increase ridership. Those benefits include the economic impact on area businesses, decreased traffic and parking demands, ability of the general public to get to jobs, school, recreational and medical facilities.

### **3. Intended Accomplishment of this Effort**

This initiative should result in a turnkey marketing campaign, including schedule and digital products that HCT and the MPO can use to ensure compliance with citizen participation guidelines, to inform the public by all appropriate media, to make presentation at public hearings, and to distribute widely in the community. The selected firm will be expected to work with HCT and MPO staff to understand certain compliance/citizen participation elements and certain deadlines for submissions. The end product should include all media and tools necessary for HCT and MPO staff to implement the marketing plan in ample time to prepare the community for any proposed service improvements.

#### **4. Existing Resources**

The Consultant should utilize and include staff knowledge and experience in operating the transit system, transit system brochures, the City's GIS system identifying routes and stop locations, and various maps. Potentially valuable in addressing challenges and preparing marketing efforts are also the 2012 Hub City Transit Service Route Improvements Study, the City's Comprehensive Plan, the Mid-Town Master Plan, the Twin Forks Rising Master Plan, The University of Southern Mississippi's Master Plan, William Carey University, the HPFL-MPO's Long Range Transportation Plan, past transit improvement studies, and data on employment and economic activity that may be available through the Area Development Partnership or other avenues.

The Consultant should be aware that the purpose of this contract, in part, is to leverage the time and expertise of said service provider, as the time and resources of HCT/MPO/City staff may be limited in terms of research and participation in the development of a marketing plan.

#### **5. Scope of Work/Goals & Objectives**

The City of Hattiesburg is seeking to engage a full-service marketing and interactive firm to create and produce advertising/marketing programs, and collateral materials to promote commuter services, transportation options and special programs. The firm will provide such counsel and services as the City of Hattiesburg requests to inform, educate and motivate commuters and employers about Hub City Transit with the goal of increasing awareness and use of commuting options to reduce single-passenger automobile commuting.

The Consultant will be responsible for:

- Develop a timeline of action steps to effectively market/promote/publicize service changes – including new routes, updated routes, fare changes, etc. -- beginning with citizen participation activities and carrying through implementation to include actions that should be taken up to one year following implementation.
- The design and creation of media-ready files – video, print ads, radio spots, etc. – that may be a part of the presented marketing plan in formats appropriate for HCT to deliver to media outlets in accordance with the prescribed timeline.
- Develop cost estimates for various media purchases: television, radio, internet, print, bill boards and any other items deemed necessary.
- Develop and coordinate key media events.

- Develop a key message concerning the value of a comprehensive public transportation system both from a public service and an economic development perspective.
- Develop marketing for special fares, such as day passes, monthly passes, student, senior passes, military passes and Americans with Disabilities passes.
- Develop marketing campaign to present the public transportation system as efficiently managed, customer friendly and safe.

## **6. PROPOSAL CONTENT**

### **Internet Access to this RFQ**

All materials related to the RFQ will be available on the internet at:

<http://www.hattiesburgms.com/downloads>.

Response to this RFQ must address how firm intends to carry out the work described in the Scope of Work in sufficient detail to determine a clear understanding of the project.

The City of Hattiesburg will evaluate the information provided in the response to this RFQ and will, as part of the negotiation process with the selected contractor, decide which functions will be the sole responsibility of the contractor, which can be carried out by city staff and which functions might be coordinated between city staff and the selected contractor.

### **Assumptions**

- All media files and reports delivered to HCT, the MPO, or the City of Hattiesburg will be the property of the City of Hattiesburg.
- All final media files intended for use will include all rights for reproduction.
- The successful firm will be required to comply with any and all Federal Transit Administration, regulations, clauses and guidelines. (i.e. FTA Circular 4220.1D)
- The successful bidder is expected to present all aspects/phases of the project to the staff of the City of Hattiesburg, Department of Federal and State Programs/MPO, and the City of Hattiesburg Public Relations.
- The successful bidder is expected to adhere to all FTA Contractual Clauses applicable to this type of project. (See Attachment 1)

## **7. PROPOSAL ORGANIZATION**

The proposal must be organized in sections containing the following information:

**A. Description of Firm.** Describe your firm's legal structure, areas of expertise, length of time in business, number of employees, and other information that would help to characterize the firm. Provide the address of the main office (for legal purposes) and the address of the office that will manage the project.

**B. Experience.** Briefly describe other projects executed by your firm that demonstrate relevant experience. However, extensive descriptions of vaguely related projects are discouraged. Also list all public sector clients for whom you have performed similar work in the past five years. For each project mentioned, include the name, address and phone number of a person who can be contacted regarding your performance on the project. When submitting projects for which your firm worked in an auxiliary capacity or in a joint venture or partnership, include the name of the lead firm.

**C. Personnel.** Provide a professional resume for the key people proposed to be assigned to the project (including any important sub-consultants), and describe relevant related experience. Describe key personnel's proposed roles and responsibilities on this project. Submittals must identify a proposed project manager who would be responsible for the day-to-day management of project tasks and would be the primary point of contact with your firm. An organization chart of the project team may be appropriate.

**D. Project Approach.** Describe the tasks that must be accomplished to complete the project. Provide a narrative description of how the firm proposes to execute the tasks. If Applicable, discuss any unique aspects of the project, alternative approaches the City of Hattiesburg might wish to consider or special considerations related to programmatic/funding requirements. Your firm should rely on its expertise and experience with similar projects to demonstrate how it will effectively complete the project.

**E. Project Schedule.** Provide a schedule of general project activities indicating the duration of each activity and of the total project. The schedule should reflect realistic activity durations. Brochures or other material that may be helpful in evaluating your firm may be included in an appendix of the proposal.

## 8. PROPOSAL DEADLINE

An original and 5 copies and one PDF version on a flash drive or CD of the proposal must be received no later than 10:00 a.m. (CST) on April 24, 2014 at

### **Mailing:**

Office of the City Clerk  
City of Hattiesburg  
P.O. Box 1898  
Hattiesburg, MS 390403-1898

### **Physical:**

Office of the City Clerk  
City of Hattiesburg  
200 Forrest Street  
Hattiesburg, MS 39401

Proposals not received by the time and date stated shall not be considered. Proposers must allow sufficient lead time to ensure receipt of the proposal by the time specified. The City will not be responsible for a carrier's failure to deliver. All proposals must be sealed and clearly marked with the Proposer's Name and labeled **HCT Marketing Plan**.

**PLEASE DO NOT SUBMIT PRICING OR FEES.**

### **Questions and Clarifications:**

All questions relating to this RFQ must be submitted by e-mail to [mpo@hattiesburgms.com](mailto:mpo@hattiesburgms.com). Please refer to HCT Marketing Plan RFQ in the subject line. No phone calls please.

### **RFQ**

#### **SCHEDULE:**

Please note that dates are subject to change based on the City of Hattiesburg's needs.

#### **Item**

#### **Date**

RFQ Submission Deadline	October 2, 2014, 10:00 a.m. CDT
RFQ Openings	October 2, 2014, 10:00 a.m. CDT
Response in Writing, to Questions	September 24, 2014
Discussions/Negotiations	October 16, 2014
Anticipated Notice to Proceed	November 14, 2014
Full Implementation to Satisfaction	May 31, 2015

### **SELECTION PROCESS**

Proposals will be ranked on qualifications and the City of Hattiesburg may choose to interview several of the top ranked firms. However, at its discretion, the City of Hattiesburg may dispense with interviews and select a firm to perform the work. Firms will be evaluated on the basis of the following factors:

- Firm History and Capability to Perform Project
- Relevant Project Experience
- Qualifications of Project Team



- Familiarity with Area and Project
- Project Approach and Schedule

Selected references will be contacted. The City of Hattiesburg expects to evaluate proposals and provide written notification of the short-listed firms within 30 days of receipt of proposals. If interviews are held, they will be scheduled within 2 weeks of short-list notification. The final contract shall not be limited to the terms and conditions stated in this RFQ or the successful Proposer's proposal, but shall also include terms and conditions later negotiated.

**PLEASE DO NOT SUBMIT PRICING OR FEES.**

**Understanding of RFQ Procedures, Terms and Conditions\***

***\*(To be returned with proposal submission)***

**Invitation to Submit Qualifications**

**City of Hattiesburg, Mississippi**

I acknowledge I have read and understand all procedures and requirements of the above referenced RFQ and have complied fully with the general terms and conditions outlined in the RFQ.

Contractor: \_\_\_\_\_

Representative's Signature: \_\_\_\_\_

Representative's Printed Name: \_\_\_\_\_

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

# ATTACHMENT 1

## FTA CIRCULAR 4220.1D

### PROVISIONS, CERTIFICATIONS, REPORTS, FORMS, AND OTHER—MATRICES

#### B. APPLICABILITY OF THIRD PARTY CONTRACT PROVISIONS

(excluding micro-purchases, except Davis-Bacon requirements apply to contracts exceeding \$2,000)

TYPE OF PROCUREMENT					
PROVISION	Professional Services/A&E	Operations/ Management	Rolling Stock Purchase	Construction	Materials & Supplies
No Federal Government Obligations to Third Parties (by Use of a Disclaimer)	All	All	All	All	All
False Statements or Claims Civil and Criminal Fraud	All	All	All	All	All
Access to Third Party Contract Records	All	All	All	All	All
Changes to Federal Requirements	All	All	All	All	All
Termination	>\$10,000 if 49 CFR Part 18 applies.	>\$10,000 if 49 CFR Part 18 applies.	>\$10,000 if 49 CFR Part 18 applies.	>\$10,000 if 49 CFR Part 18 applies.	>\$10,000 if 49 CFR Part 18 applies.
Civil Rights (Title VI, ADA, EEO except Special DOL EEO clause for construction projects)	All	All	All>\$10,000	All	All
Special DOL EEO clause for construction projects				>\$10,000	
Disadvantaged Business Enterprises (DBEs)	All	All	All	All	All
Incorporation of FTA Terms	All	All	All	All	All
Debarment and Suspension	>\$25,000	>\$25,000	>\$25,000	>\$25,000	>\$25,000
Buy America			>\$100,000 As of Feb. 2011, FTA has not adopted the FAR 2.101 \$150,000 standard.	>\$100,000 As of Feb. 2011, FTA has not adopted the FAR 2.101 \$150,000 standard.	>\$100,000 As of Feb. 2011, FTA has not adopted the FAR 2.101 \$150,000 standard.
Resolution of Disputes, Breaches, or Other Litigation	>\$100,000	>\$100,000	>\$100,000	>\$100,000	>\$100,000
Lobbying	>\$100,000	>\$100,000	>\$100,000	>\$100,000	>\$100,000
Clean Air	>\$100,000	>\$100,000	>\$100,000	>\$100,000	>\$100,000
Clean Water	>\$100,000	>\$100,000	>\$100,000	>\$100,000	>\$100,000
Cargo Preference			Transport by ocean vessel.	Transport by ocean vessel.	Transport by ocean vessel.
Fly America	Foreign air transp./travel.	Foreign air transp./travel.	Foreign air transp./travel.	Foreign air transp./travel.	Foreign air transp./travel.

**PROVISIONS, CERTIFICATIONS, REPORTS, FORMS, AND OTHER—  
MATRICES**

**B. APPLICABILITY OF THIRD PARTY CONTRACT PROVISIONS  
(Continued)**

(excluding micro-purchases, except Davis-Bacon requirements apply to construction contracts exceeding \$2,000)

TYPE OF PROCUREMENT					
PROVISION	Professional Services/A&E	Operations/ Management	Rolling Stock Purchase	Construction	Materials & Supplies
Davis-Bacon Act				>\$2,000 (also ferries).	
Contract Work Hours and Safety Standards Act		>\$100,000 (transportation services excepted).	>\$100,000	>\$100,000 (also ferries).	
Copeland Anti-Kickback Act Section 1 Section 2				All > \$2,000 (also ferries).	
Bonding				\$100,000	
Seismic Safety	A&E for new buildings & additions.			New buildings & additions.	
Transit Employee Protective Arrangements		Transit operations.			
Charter Service Operations		All			
School Bus Operations		All			
Drug Use and Testing		Transit operations.			
Alcohol Misuse and Testing		Transit operations.			
Patent Rights	R & D				
Rights in Data and Copyrights	R & D				
Energy Conservation	All	All	All	All	All
Recycled Products		EPA-selected items \$10,000 or more annually.		EPA-selected items \$10,000 or more annually.	EPA-selected items \$10,000 or more annually.
Conformance with ITS National Architecture	ITS projects.	ITS projects.	ITS projects.	ITS projects.	ITS projects.

ADA Access	A&E	All	All	All	All
Notification of Federal Participation for States	Limited to States.	Limited to States.	Limited to States.	Limited to States.	Limited to States.