



**Tampa Bay Area Regional Transit Authority (TBARTA) Transportation Demand Management (TDM) Outreach and Marketing Services, Phase II
Request for Proposal
TBARTA RFP 2017-05**

I. Overview

The Tampa Bay Area Regional Transit Authority (TBARTA) is requesting submission of proposals from qualified firms to conduct worksite-based outreach and marketing to promote the TBARTA Commuter Assistance Program to employers in the 5-county service-area designated as FDOT District 7 (Hillsborough, Pinellas, Pasco, Hernando, and Citrus counties). This is a continuation of a 3-month pilot project (Phase I) concluded in June 2017, which established 17 new employer partners and specific recommendations for improving and expanding the TBARTA program. A brief summary of select next steps for consideration from the pilot are included in Section VIII of this document. The beginning date of this Project will follow issuance of the Notice to Proceed by TBARTA, and must be completed by December 31, 2017.

II. About TBARTA

Created in 2007 pursuant to Chapter 343, Part IV, Florida Statutes, TBARTA is an Independent Special District of the State of Florida and subject to the provisions of Chapter 189, Florida Statutes (Uniform Special District Accountability of 1989). This TBARTA statute was amended on July 1, 2017, changing the agency from the Tampa Bay Area Regional Transportation Authority to the Tampa Bay Area Regional Transit Authority. As an agency of the state, TBARTA is not subject to taxation.

i. Additional information:

- TBARTA's revenues are provided via Joint Participation Agreements (grants) through the Florida Department of Transportation, Federal grant agreements through the Federal Transit Administration (FTA), and unencumbered local funding from the TBARTA member counties. Federal and State grant funding is designated for programs and projects. TBARTA currently has three federally funded grants, and six state funded grants. TBARTA's budget for FY2016-2017 is \$2.48 million.
- TBARTA is on the federal fiscal year of October 1-September 30.

III. Firm Requirements

The proposing firm is to provide information verifying the following:

- Confirm that the firm and all assigned key professional staff are legally authorized to work in the United States.
- Confirm that the firm utilizes the U.S. Department of Homeland's Security E-Verify system to verify the employment eligibility of all new employees hired by the firm during the term of the agreement; and expressly requires any subcontractors performing work or providing services pursuant to the agreement to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the agreement term.

- Provision of a minimum of \$1M in professional liability insurance.
- Confirm that the Proposer has no contractual obligations, litigation, or other business considerations which will impair, limit or in any way prevent the Proposer from providing the services for TBARTA required by this RFP.
- Provide at least three (3) references of work performed for other government agencies.

IV. Scope of Services

TBARTA is requesting proposals from qualified firms to provide professional TDM Outreach and Marketing services, continue with implementing specific next steps with employer partners established during Phase I, forming new employer partnerships, creating and distributing program collateral through a variety of mediums (print and digital), and assisting TBARTA with the development of its annual Commuter Assistance Program Work Plan for 2018. The proposal must demonstrate the proposing firm's qualifications, competence, and capacity to undertake the specific tasks outlined below, conduct outreach strategies that engage the business community to promote TBARTA's worksite Commuter Services programs (transit, carpooling, vanpooling, telework, etc.) and capture their participation in the program. Activities to be conducted under this scope include:

- Plan, promote, and execute targeted worksite-based outreach with existing TBARTA Commuter Services partners, solicit donations (in-kind or direct) from vendors to carry-out events, as well as attend and co-host to educate and encourage attendees to sign-up as a partner and/or register as a commuter;
- Conduct outreach to prospective employer and stakeholder partners, communicating the key benefits of the program, completing a needs-assessments for each, and signing up a minimum of 5 new employer partners under the TBARTA program;
- Hold a minimum of 3 coordination meetings (approximately 1 per month) with the collective membership of the TMOCG (Transportation Management Organizations Coordinating Group) to discuss ongoing activities and outcomes, including forming agendas, record keeping, and presenting results;
- Recruit and educate ETCs or Program Ambassadors with existing and new employer partners;
- Prepare a results summary and next steps for TBARTA and FDOT District 7 at the conclusion of the Project;
 - Report to include a summary of outreach activities and employer relationships established. Report will include employer contact information for new employers, and summarize meetings, ETC training efforts, and worksite event activities.
- Develop an annual, performance-driven work plan to guide comprehensive program activities for the next year. The contents of the plan must follow the guidelines provided by The Florida Department of Transportation for Agency Annual Work Plans, identifying the project goals, objectives and related project information that will serve in evaluating the programs progress and success. Specific examples include:
 - Outreach objectives (e.g., number of new Partners brought into the agency, number of commuters registered for ridematching)
 - Training objectives (e.g., for ETC training)
 - Establishing evaluation methods that will be used to complete a year-end assessment of achievement of the work plan.

V. Equal Opportunity and Disadvantaged Business Enterprise (DBE) Program Statement:

TBARTA does not discriminate on any basis, as required by 49 USC 5332 (which prohibits discrimination based on race, color, creed, national origin, sex or age in employment or business opportunity), Title VI of the Civil Rights Act of 1964, as amended 42 USC 2000d to 2000d-4, and Title 49 CFR, Part 21. The MPO ensures, in accordance with 49 CFR Part 26, that certified FDOT

Disadvantaged Business Enterprise Program (DBE) participants have an equal opportunity to receive and participate in FDOT assisted contracts.

VI. Submittals

Submitted proposals should be emailed to the addresses listed below no later than 12:00 pm on Friday, August 18, 2017. TBARTA is not responsible for submittals delivered past the stated deadline, and reserves the right to reject and retain any or all proposals submitted.

The following material is required to be received by the time and date stated above for a proposing firm to be considered:

- Title Page: Title page showing the RFP's subject; the firm's name; the name, address, and telephone number of a contact person; and date of proposal.
- Transmittal Letter: A signed letter of transmittal briefly stating the proposer's understanding of the work to be done, the commitment to perform the engagement, and a statement that the proposal is a firm and irrevocable offer for 45 days.
- A description of the approach, results expected, tentative schedule, and staff to be assigned to the project.
- A dollar cost bid, with a not-to-exceed of \$35,000.

VII. Selection Process:

A Selection Committee consisting of TBARTA staff will review proposals received by the deadline date, and the selected firm will be notified via e-mail by 12:00 pm on Monday, August 21, 2017. The selection committee reserves the right to ask for oral presentations from the proposing firm. Firms will be ranked based upon their understanding of requested services, project approach, technical strength, unique concepts, experience, quality control methods and DBE status.

Scoring and Categories:

- Availability and capacity to perform work in allotted time (Max: 30);
- Experience of key staff on comparable projects (Max: 25);
- Demonstrated understanding of TDM concepts and employer outreach strategies (Max: 30);
- Innovation and creativity in project approach (Max: 10);
- Cost effectiveness of proposal (Max: 5)

The period of performance under this contract will be from the issuance of the Notice to Proceed by TBARTA until December 31, 2017.

For questions or additional information please contact:

Susan Ebner, Office Manager
Tampa Bay Area Regional Transportation Authority
4350 West Cypress Street, Suite 700
Tampa, Florida 33607
Email: susan.ebner@tbarta.com Phone: (813) 282-8200

Or;

Michael Case, Principal Planner and Project Manager Tampa
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VIII. Phase I Results (Summarized from Full Report)

The following is a summary of the select next steps and tentative partnership events to be considered in the proposals for Phase II.

- **City of Tampa:** Presentation of program to attendees of a Downtown Property Manager Meeting & Luncheon at SunTrust Center, Thursday, September 14th. The goal is to educate the property managers, sign each as a Partner, and assign contacts to all the buildings, through a strong sales-pitch and explanation of services/benefits.
- **Hillsborough County:** Assist TBARTA with Commuter Services Partnership with Hillsborough County, including creating customized marketing pieces for internal promotions; placing TBARTA's program information on their Intranet; educating Human Resources on the Emergency Ride Home program; providing internal training on how to implement a preferential parking program as part of their overall parking management strategy; assisting HR in identifying program ambassadors, including County Commissioners to champion the cause of commuter options and support public proclamations and other municipal opportunities to raise awareness and educate the public.
- **Rooms To Go:** Promote TBARTA's Commuter Services program to their employees in FDOT District Seven; create tailored marketing materials; participate in an annual nation-wide webinar for all of their stores, promoting the TBARTA program. Assist in placement of program materials on their employee wellness page; and, recruiting employees during orientation events.
- **The City of St. Petersburg:** The City was just designated as a Best Workplace for Commuters (BWC) award recipient at the conclusion of Phase I. TBARTA Commuter Services staff has begun to plan an event during the second week of October to announce the new Partnership and hold an awards ceremony to present the BWC award, for which additional assistance with planning, logistics, and sponsorships will be needed. Additional partners to bring into the fall event will include American Stage, Florida Orchestra, and potentially, Duke Energy, which will need to be recruited as a Partner. TBARTA staff will work with the consultant to develop and distribute a letter that can be released to local employers to solicit their participation in the event, and a related blast email should be developed and distributed to local employees. Engagement with the PIO, CUTR, and the St. Pete Downtown Partnership TMO staff will be needed, and TBARTA staff will work with City staff and the consultant on securing media coverage. The City wishes to hold further discussions about who might be ideal ambassadors for the program, to aid in promoting it.
- **St. Petersburg College:** This Partner is not only highly engaged at its main campus, but it is continuing to recruit representatives to become ETCs at each of its other campuses in Pinellas County. They are very eager to promote the Commuter Assistance Program, especially the Emergency Ride Home. A conference call was conducted on June 19th with the various representatives, and following that call, the Needs Assessments and Partner sign-up forms continue to be returned from the other campuses. The College would like to receive TBARTA's information for posting on their student website and to make it available for staff, as well as customized materials to post throughout all campuses, including for campus electronic billboards. TBARTA is working on a report of where staff and students are commuting from, and the consultant will work with the fleet department to assist in structuring a preferential parking for individuals who rideshare and use the parking garages.

In conjunction with the City of St. Pete, the College would like TBARTA Commuter Services to participate in a collaboratively hosted event in Williams Park with Partners like the Florida Orchestra, American Stage, Duke Energy and other employers, to promote transportation. The College would also like to engage TBARTA staff during both fall and spring, to plan and host various events, like new student orientation, health fairs, etc. They would also like to take part in a joint meeting with Duke Energy regarding Partnership and upcoming events.

- **Florida Orchestra & American Stage:** Both employers are located downtown in the St. Petersburg College building. They have agreed to give out information regarding TBARTA's Commuter Assistance Program on bulletin boards and by email blasts/newsletters. Consultant will work with TBARTA staff to create customized materials, to be sent electronically. They are interested in the event with St. Petersburg College and the City of St. Pete during the fall – whose goal will be to register employees and find out where they are coming from. Consultant will need to work with parking management in SPC's building to establish a strategy for creating preferential parking. They are also both interested in the idea of vanpools, especially when it comes to events outside of St. Petersburg.
- **Tampa Bay Times:** Consultant will work with TBARTA to develop and host a transportation fair or lunch-and-learn in the Times building and coordinate with the property manager to facilitate their attendance. They have interested in creating a marketing or promotional piece for TBARTA Commuter Services and will need assistance coordinating logistics with employers in the building. A new Partner, Greenman-Petersen, Inc (GPI), is also located in the Times building and would like to assist where capable as the event date approaches. Both employers (Times and GPI) will need ongoing training on the program.