



REQUEST FOR QUALIFICATIONS
for
PUBLIC RELATIONS, COMMUNICATIONS, AND MARKETING SERVICES
for
JEFFERSON PARKWAY PUBLIC HIGHWAY AUTHORITY

Purpose

The Jefferson Parkway Public Highway Authority (JPPHA) is seeking Statements of Qualification (SOQ) for Public Relations, Communications and Marketing Services. The JPPHA desires to select and contract with the firm or individual [the Provider (s)] that it deems best able to tell the story of JPPHA to the media and the community.

Overview

Construction of the Jefferson Parkway will culminate more than 40 years of effort to complete the metropolitan Denver regional road system. This is a high-visibility project and will require the successful respondent to develop and implement a community outreach and education plan that will effectively speak to many discrete constituencies. An ability to organize and distribute thoughtful, rapid responses to press stories or opinion pieces is critical. This is an opportunity for creative, energetic and motivated professionals to demonstrate their skills to a metro wide audience. The successful respondent will be responsible for the management and implementation of all aspects of public relations, public information, communications, media relations and marketing services for JPPHA.

Background

The Jefferson Parkway Public Highway Authority was formed with the goal of constructing the last remaining piece of the metropolitan beltway, closing the gap between State Highway 128 in Broomfield and State Highway 93 at approximately W. 58th Avenue north of Golden. Public highway authorities are authorized by the State of Colorado for the purpose of financing, constructing, operating, and maintaining transportation improvements that cannot be undertaken by a single local government because of cost or location.

Authority

The power of the JPPHA is vested in a Board of Directors consisting of a representative from the City of Arvada, CO; the City and County of Broomfield, CO; and Jefferson County, CO. The Board has already appointed an interim executive director and will shortly be hiring a fulltime project manager to coordinate the efforts of team being assembled for the purpose of bringing the beltway to reality.

The contractor will work at the direction of the JPPHA executive director. In addition, the contractor will be expected to work closely with the JPPHA Board of Directors, others in the project team, and the public information staff of each of the three member agencies.



Contract

The term of service for this contract is anticipated to be two (2) years. It may be terminated at will by the JPPHA. Should an extension be required, it will be negotiated at the mutual agreement of both the JPPHA and the contractor.

Qualifications Evaluation

In the first phase of this process the JPPHA will evaluate SOQ's in order to identify the Provider(s) that, when compared to the Evaluation Criteria, are deemed to be the most qualified to perform the needed services. For the purposes of this exercise the JPPHA will consider the following Evaluation Criteria (see *Statement of Qualification Content* for specific detail):

- Public relations experience
- Denver metropolitan beltway knowledge
- Denver major media outlet relations
- Governmental relations
- Risk assessment and mitigation
- Organizational values and structure
- Key personnel
- Work Examples – Public Relations, Communications and Marketing
- Insurance coverage
- References
- Interviews
- Comprehensive nature and quality of SOQ submittal
- Standard fees and pricing structure
- Other factors determined to be in the best interest of the JPPHA

Subsequently, in a second phase of the Evaluation, the JPPHA reserves the right to conduct interviews with the highest rated Provider(s). The number of Providers selected, and the interview method (date, time and format) will be determined by the JPPHA and communicated accordingly.

At the conclusion of this evaluation process, if the JPPHA has identified the top rated Provider(s), it will begin a course of action to arrive at a final contract. This may include, but is not limited to a Request for Proposal (Statement of Work and Fees, etc.), negotiations, contract development and execution, or other such efforts.

Notwithstanding this intent, the JPPHA expressly reserves the right to exercise its sole discretion in determining whether to reject any or all submittals, or any parts or portions thereof, or to alter the RFQ process in its best interest.



Submission Requirements

Deadline: Must be received **NO LATER THAN 4:00 P.M., FRIDAY, JULY 25, 2008.**

Submit three complete sets (original plus two copies). It is the submitter's responsibility to insure that the offers are delivered by the deadline. Offers received later than the specified date AND time WILL BE NOT ACCEPTED.

To (in a sealed envelope or package clearly marked and addressed):

**The Jefferson Parkway Public Highway Authority
Attention: Bill Ray, Interim Executive Director
P.O. 1108
Arvada, CO 80001-1108**

Note: Since this RFQ is an evaluative process there will be no public "opening". SOQs will be considered as working documents until such time as the JPPHA makes a final award.



Statement of Qualification (SOQ) Content

The SOQ should contain all information and documentation identified below, clearly marked and in the order listed. Information should be relevant and concise, without extraneous content, yet detailed sufficiently to provide a clear and accurate representation of the Provider's qualifications.

Failure to follow this submission format may result in the SOQ being considered non-responsive and ineligible for further consideration.

Order and Content (explain, describe or provide as indicated):

- A) Cover Letter – Provider's identification, introduction, and general background information with name, title and signature of authorized agent (1 pg.).
- B) Declaration – expression of interest, with explanation, and including a statement of position regarding the completion of the Denver metropolitan beltway.
- C) Public relations experience in the areas of transportation, tollways, local government, etc., including any contracts that were terminated prior to term, and "why".
- D) Depth, length and quality of relations with Denver area major media outlets
- E) Nature of relationships/connections with key elected officials, the Denver Regional Council of Government, the Colorado Dept. of Transportation, etc.
- F) Risk assessment and mitigation observations for this proposed project
- G) Organizational philosophy
- H) Organizational size, structure and resources
- I) Qualifications and experience of key personnel
- J) Work Examples – Related Public Relations, Communications and Marketing
- K) Insurance coverage – scope, including Professional and General Liability
- L) References – at least three (3) for work comparable to focus of this RFQ, including title and nature of project or contract, as well as name and contact information of client representative or project manager
- M) Other – Information deemed relevant, not to exceed ten pages.
- N) Standard Fee/Pricing Structure – **Note: Submit in a separate sealed envelope, for informational purposes only, and not to be used in qualification evaluations**