



*Communities working together to
meet Chittenden County's transportation needs*

CHITTENDEN COUNTY METROPOLITAN PLANNING
ORGANIZATION

Way to Go! Commuter Challenge Program Management

Request for Qualifications

August 3, 2006

**Qualifications Due
1:00 PM, Friday, August 25, 2006**

CCMPO
30 Kimball Ave, Suite 206, South Burlington, Vermont 05403
(802) 660-4071 / (802) 660-4079 Fax
www.ccmpto.org / pkeating@ccmpto.org

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1. BACKGROUND

Way to Go! Commuter Challenge is a week long event highlighting and advocating the use of transportation alternatives. The main thrust of the week is to promote alternatives to driving solo such as walking, bicycling, taking the bus, carpooling, or even working from home. The event was started in 1994 by the Lake Champlain Committee (LCC) and Chittenden County Transportation Authority (CCTA) and initially known as “Drive Out Day” and later “Curb Your Car Day”. Over time, the event has evolved, taken on more partners – the Chittenden County Metropolitan Planning Organization (CCMPO), Local Motion, Campus Area Transportation Management Association (CATMA) and the Alliance for Climate Action - expanded its outreach efforts, and gone from a one day event to the full work week. These organizations combined now constitute the Way to Go (WTG) Partners.

As the event has grown, organizational challenges to successfully conducting the event have become more daunting to a volunteer oversight group – even with limited professional paid assistance. In order to continue expanding the event, while maintaining its current successful elements, we are seeking a program manager with marketing and events management skills to take over day-to-day responsibilities. Way to Go! Commuter Challenge, will take place May 7th through 11th 2007 and planning for the event should begin late summer 2006. While the primary focus of outreach efforts will be Chittenden County, employers and individuals from outside the region and state will also participate.

Qualifying parties should consider teaming with others in order to address all of the skill sets needed for successful implementation of the WTG program. Team qualification submittals are therefore appropriate and encouraged.

2. SCOPE OF WORK

To grow this program the WTG Partners seek a Program Manager or management team with strong communication and organizational skills and experience implementing effective outreach programs. The qualifications required broadly fall under marketing, outreach and events management. More detailed descriptions follow below:

MARKETING AND OUTREACH

Facilitate the Design of the Way to Go Brand – WTG relies on publicity through both print and broadcast media. The Program Manager should possess design skills related to print and web-based media as well as be able to clearly communicate design needs to others - including the website manager. The Program Manager will be responsible for expanding website content with a particular emphasis on developing downloadable information to allow widespread dissemination of WTG materials.

Media Outreach and Coordination – Media attention and program publicity are key to program success. The Program Manager will coordinate all event media and publicity including drafting press releases, putting together media packages, and contacting media personnel to ensure broad coverage. Other outreach includes development and promotion of the Commuter Idol program, coordination between the Lake Champlain Committee and the Governor’s Office, and Burlington

Mayor’s office on promotional announcements and event endorsement. Also, over 30 schools statewide will be hosting Safe Routes to Schools (SR2S) programs throughout the year; coordinating WTG activity with these schools is desired – especially the seven SR2S schools in Chittenden County.

Program Expansion – The Program Manager will assist WTG partners in expanding the Way To Go event beyond Chittenden County. This includes establishing protocols by which other communities can participate in WTG and expanding and modifying event materials for broader use.

Business Outreach – Much of the success in enlisting WTG participants, as well as cash and in-kind donations, is through business outreach. The WTG Program Manager will solicit businesses/employers to promote the event in a variety of ways including (with the assistance of the WTG Partners) scheduling tabling events at employment sites to describe program benefits and encourage participation. An emphasis will also be placed on institutionalizing the event theme and fostering business support throughout the year. Outreach will also include appropriate business organizations such as the Burlington Business Association, Lake Champlain Regional Chamber of Commerce, and Vermont Businesses for Social Responsibility and other entities as determined by the WTG partners. Also, private sector sponsors, who assist this project with cash, in-kind, or prize donations, are crucial to program success and program growth. The Program Manager will make early outreach to prior sponsors (to maintain a base level of funding and other assistance), and solicit new sponsors, as needed, with consideration of ways to expand the program.

EVENTS MANAGEMENT

Community Event Coordination and Management – Events like tabling opportunities at employment sites and the Church Street WTG Party the Friday before the event are methods the WTG Partners have used to educate potential participants and promote the event. The Program Manager will coordinate and expand outreach efforts working with area employers to increase participation in the WTG event.

Financial Management – This program is primarily funded through the CCMPO but also includes financial assistance, in-kind services and prize donations from a variety of other sources – all of which needs to be adequately tracked and accounted for. The Program Manager will be responsible for financial recordkeeping and will monitor workload and program budgets, by task, through the year.

Organization and Recordkeeping – As the program has evolved and expanded there’s been insufficient attention placed on organizing the programs many parts. The Program Manager will need to develop appropriate information systems to improve program organizational control. These systems should consider how they can assist with organizing future WTG events that may expand further over time.

Working with a Program Oversight Committee – Although the Program Manager will report directly to the CCMPO staff manager, much of the program is overseen by a “hands-on” committee consisting of staff from the WTG Partner organizations mentioned above. The WTG Partners will stay closely involved with much of the program activity. The Program Manager must be able to work well with the WTG partners and will be responsible for setting up periodic meetings, providing written program updates, and preparing a final written report at completion to assess

program success. At program outset, the Program Manager, in cooperation with the WTG Partners, will establish measurable 2007 program goals. These will be used to evaluate the Program Manager's performance at project completion.

PROJECT TIMELINE

The Program Manager's contract will be for one year beginning in late summer 2006 and ending in the summer of 2007. Annual renewals of this agreement will be considered in the summer following program completion.

3. QUALIFICATION/SUBMISSION REQUIREMENTS

Technical Proposal

Applicants will be evaluated on related experience and past performance. To assist with the evaluation, please provide the following information in the technical proposal:

- A description of the applicant's qualifications which should include:
 1. Three years minimum project/events management experience.
 2. Knowledge of the area, and business and community leaders.
 3. Skills in time management, meeting and events management, and facilitation.
 4. Design related skills for print and web communications.
 5. Ability to work successfully with a variety of stakeholders.
 6. Professional writing and communications skills.
 7. High degree of computer proficiency.
 8. Enthusiasm for program promotion.
- A brief description of how the applicant would approach the work outlined in the Scope of Work including an explanation of any proposed changes to the scope based on insights/expertise related to the topic or local circumstances.
- Describe the skills and services the applicant offers.
- Describe experience on similar types of projects.
- Provide at least three references.

Cost Proposal

Provide hourly and overtime rates for all personnel to be utilized under this contract. These rates should also be presented and broken down by direct labor costs per class of labor and overhead cost. Also include estimated total hours and hours by task.

In order to be considered responsive to this RFQ, each proposal shall conform to the following requirements. The applicant shall:

- Submit seven (7) copies of the technical proposal in one sealed envelope. Number all pages in the Proposal consecutively.
- Submit one (1) copy of the cost proposal in a sealed envelope separate from the technical proposals
- Clearly indicate the following on the outside of each of the two (2) sealed envelopes or packages containing the technical proposals and cost proposals:
 1. Name and address of the applicant.
 2. Due date and time
 3. Envelope contents (i.e. technical proposal or cost proposal.)
 4. Program name – Way to Go! Program Management.

4. PROGRAM BUDGET

The budget for this program is \$25,000.

5. STANDARDS & DELIVERABLES

- Any reports/documents prepared by the Program Manager should be provided in both hard copy (paper) and digital format (MS Word). Data should be provided in MS compatible formats (Excel or Access). All copies of reports shall be double-sided.
- All data, databases, reports, designs and materials, in digital and hard copy format created under this project shall be transferred to the CCMPO upon completion of the project.
- The Program Manager will provide brief written monthly progress reports to the CCMPO project manager to be submitted with monthly invoices.

6. MANAGER EVALUATION AND SELECTION

The technical proposal will be evaluated and ranked first. The technical proposal evaluation criteria, with corresponding weight factors, are the following:

- Qualifications of the proposed manager and their experience with similar projects. (50 Pts.)
- Demonstration of overall project understanding. (20 Pts.)
- Clarity of the proposal and creativity/thoroughness in addressing the scope of work. (20 Pts.)
- Completeness of submitted proposal with all elements required by the RFQ (5 Pts.)
- Demonstration of effort to solicit/include Disadvantaged Business Enterprises (DBE) (5 Pts.)

The cost proposal will next be reviewed for consistency and in light of the evaluation of the technical proposal, with attention to allocation of budget by task.

The CCMPO reserves the right to seek clarification of any proposal submitted.

A review committee will make a recommendation on a preferred Program Manager to the CCMPO's Technical Advisory Committee (TAC). The TAC is responsible for the consultant selection decision.

The CCMPO reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel in part or in its entirety this RFQ if it is in the best interests of the CCMPO. This solicitation of qualifications in no way obligates the CCMPO to award a contract.

7. ADDITIONAL INFORMATION

The CCMPO TAC reserves the right to award the contract to the most qualified bidder, not necessarily the lowest bidder.

All proposals become the property of the CCMPO upon submission. The cost of preparing, submitting, and presenting a proposal lies solely with the proposer.

Technical proposals and cost proposals in two separate sealed envelopes should be submitted no later than 1:00 p.m. on Friday, August 25, 2006 to:

Peter Keating, Senior Planner
Chittenden County Metropolitan Planning Organization
30 Kimball Ave., Suite 206
South Burlington, Vermont 05403

Proposals submitted after the deadline will **not** be accepted.

Questions regarding this RFQ should be directed to Peter Keating, CCMPO at (802) 660-4071 ext. 14.