

Public Notice

Notice is hereby given that the Regional Planning Commission (RPC) is issuing a Request for Proposals (RFPs) for the following project:

Agency Branding And Communications Project
State Project No.: PL-80-36-25
RPC Task: D-1.25

An outline of the desired scope of work is available at www.norpc.org. Contract services are expected to commence approximately 4 weeks from the date of the award and will be completed within 8 months following the award of the contract. This is a request for proposals that demonstrate the technical merits of the prospective work scope, the capacity of the contractor to fulfill the scope, and the reasonableness of the proposed cost. All interested firms are invited to submit their proposal for undertaking the above project.

Interested firms shall furnish sufficient technical and supervisory personnel to ensure expeditious completion of the work. Firms with demonstrated experience, competence, and qualifications pertinent to the above project are being sought.

Firms certified as Disadvantaged Business Enterprises (DBE) should note this in the proposal.

Proposers are required to provide a proposed scope-of-work that does not exceed \$175,000 in total costs, and explains the approach to proposed tasks/activities; timelines; deliverables/performance measures; and costs per tasks/activities with administrative costs, including profit, clearly detailed.

Instructions:

Please read the following, and the Modified Submittal Form carefully. The requirements of this RFP submittal differ from typical RPC requests for qualifications.

The consultant will submit a completed Modified Form DOTD 24-102, that can be found at: <https://www.norpc.org/work-with-us/rfp/>. Failure to submit all of the information required on Modified Form DOTD 24-102 by the prime consultant, and Sections 1-9 and 16-19 by each sub-consultant, may constitute a non-response. In addition to the instructions in the form, proposers should note the following:

- The response to Section 12 must include a table showing percentage of overall work to be completed and percentage of budget per firm, with the prime consultant and subconsultant each listed.
- The response to Section 13 must include a narrative proposal that describes the methodology by which the project team proposes to undertake this effort. The narrative should explain the approach to proposed tasks/activities; timelines; and deliverables/performance measures.
- The response to Section 14 must include a proposed work schedule in GANTT or similar format.
- The response to Section 15 will include a proposed cost for the project by task, as well as a budget that includes line items for labor, travel, and proposed profit.
- The response to Section 18 should include all current projects underway at the firm that involve the key personnel assigned to this project, regardless of the contractor.

A complete submittal will consist of the Modified Standard Form DOTD 24-102, which includes a narrative proposal in Section 13. Submit your proposal on electronic media or via email as a single PDF file for prime and sub-consultants along with one hard (paper) copy delivered to the RPC as described below.

Responsiveness to the work scope and demonstrated successful experience in public agency branding will be the primary evaluation factor under consideration when selecting a consulting team. Other factors that will be considered include the appropriateness of the proposed budget, relevant experience of the consultant team, current workload and its potential to impact the firms' capacity to complete the project according to the work schedule, DBE participation, and consultant team size relative to the magnitude of the work. RPC reserves the right to contact previous clients to discuss a proposer's performance on comparable work.

Letters of interest and proposals are to be identified by Project Title and RPC Task code and are to be submitted prior to the 12:00 noon deadline of Tuesday, March 25, 2025, by hand or mail addressed as follows:

Ms. Joan Rupp
RPC Contracts Administrator
Regional Planning Commission
10 Veterans Memorial Blvd.
New Orleans, LA 70124

All inquiries should be sent in writing to: jrupp@norpc.org