

REQUEST FOR PROPOSALS

Marketing Specialist for Electric Vehicle and Charging Stations Planning Grant



**3810 Paseo Blvd.
Kansas City, Missouri 64109**

Name of Submitting Business:

Due Friday, January 27, 2012 at 12:00 p.m. Central

KEY INFORMATION SUMMARY SHEET

Metropolitan Energy Center

Request for Proposal No. # EH 0001-2012

**Marketing Specialist for Electric Vehicle and Charging Stations
Planning**

HR Manager:

**Cristil Miranda
816-531-7283
(FAX) 816-531-4846
Cristil.miranda@kcenergy.org**

Submit Proposals to:

Cristil.Miranda@kcenergy.org

Solicitation Issue Date:

January 13, 2012

Closing Date and Time:

January 27, 2012 by 12:00 p.m.

Anticipated Contract Start:

February 2, 2012

**Minority and Women's Business Enterprises currently registered
with the City of Kansas City, Missouri as MBE/WBE are
encouraged to respond to this solicitation**

SECTION 1. PROPOSAL INFORMATION

1.1 PURPOSE

The Metropolitan Energy Center (MEC) is issuing this Request for Proposals (RFP) seeking proposals from marketing agencies or individuals (Offerors) for the performance of marketing support services for the Electrify Heartland planning grant on a limited term basis.

1.2 ISSUING OFFICE

The sole point of contact for purposes of this Request for Proposals (RFP) is the HR Manager at the address listed below:

Cristil Miranda, HR Manager
Metropolitan Energy Center
3810 Paseo Blvd.
Kansas City, Missouri 64109
Telephone: 816-531-7283
Fax: 816-531-4946
E-mail: cristil.miranda@kcenergy.org

This RFP is also available on the MEC website in PDF format:
www.kcenergy.org/EHrfp.aspx.

1.3 PROCUREMENT METHOD

This Contract will be awarded in accordance with the procurement policies of the Metropolitan Energy Center.

1.4 QUESTIONS

Questions will be accepted from prospective Offerors and should be submitted by email only in a timely manner to the HR Manager.

Answers to all substantive questions that have not previously been answered, and are not clearly specific only to the requestor, will be posted to the web site www.kcenergy.org/EHrfp.aspx. MEC will make a good faith effort to respond to questions the by close of the next business day.

1.5 PROPOSAL SUBMISSION REQUIREMENTS AND DEADLINE

Only electronic submissions will be considered.

- Proposals will consist of two electronic files: a technical proposal, responding to the narrative requirements, and a price proposal.
- Proposals must be submitted by email to cristil.miranda@kcenergy.org with the subject line "Marketing Specialist for Electric Vehicle Proposal."
- Proposal files must be in portable document format (PDF) format.
- Files must be named using the following naming convention: "XXX-TechProposal.pdf" and "XXX-PriceProposal.pdf," where XXX are initials referring to Offeror's company name.
- The proposal must be received by 12:00 p.m. Central time, Friday, January 27, 2012. Requests for an extension of this date or time will not be granted.
- Upon receipt of proposal, a verification of receipt will be sent to the applicant by the HR Manager.

If the proposal is rejected because it did not meet the submission deadline, the Offeror will be notified by return email.

1.6 DURATION OF OFFER

Proposals submitted in response to this RFP are irrevocable for a period of 30 days following the closing date. This period may be extended at the HR Manager's request only with the Offeror's written agreement.

1.7 MANDATORY CONTRACTUAL TERMS

By submitting a proposal in response to this RFP, an Offeror, if selected for award, shall be deemed to have accepted the terms of this RFP. Any exceptions to this RFP must be clearly identified in the Executive Summary submitted with the proposal. A proposal that takes exception to these terms may be rejected.

1.8 INCORPORATION OF RFP AND PROPOSAL

This RFP, amendments incorporated under Section 1.9, the successful Offeror's proposal and MEC's acceptance of same proposal will constitute the contract between Offeror and MEC (Contract).

1.9 REVISIONS TO THE RFP

If it becomes necessary to revise this RFP, amendments will be posted to the web site www.kcenergy.org/EHrfp.aspx. Failure to acknowledge receipt does not relieve the Offeror from complying with all terms of any such amendment.

1.10 RFP CANCELLATION / REJECTION

MEC reserves the right to cancel this RFP at any time prior to Contract. MEC also reserves the right to accept or reject any and all proposals, in whole or in part, received in response to this RFP and to waive or permit cure of minor irregularities in any manner necessary to serve the best interests of MEC. Offerors whose proposals are not accepted will be notified in writing by email.

1.11 INCURRED EXPENSES

MEC will not be responsible for any costs incurred by Offeror in preparing and submitting a proposal or in performing any other activities relative to this RFP.

1.12 ECONOMY OF PREPARATION

Proposals should be prepared simply and efficiently, providing a straightforward, concise description of the Offeror's ability to meet the requirements of this RFP. The narrative portion of the proposal should be limited to 5 pages.

1.13 PROTESTS/DISPUTES

Any protests or disputes related respectively to this RFP or the resulting Contract shall be submitted in writing to the MEC HR Manager within 15 days of the Contract date. The protest will be reviewed by the Executive Director of the MEC, who shall have final decision-making authority.

1.14 MINORITY and WOMEN'S BUSINESS ENTERPRISES (MBE/WBE)

MBE/WBE businesses are encouraged to respond to this solicitation as prime contractors. MBE/WBE vendors must be currently registered and listed with the Human Relations Department of a local municipality.

SECTION 2. CONTRACT INFORMATION

2.1 PARTIES TO THE CONTRACT

The Contract entered into as a result of the response to this RFP shall be by and between the successful Offeror as Contractor and MEC. Any exceptions to the requirements in this RFP or to the Scope of Services (Section 3) must be clearly identified in the Executive Summary section of the Proposal.

2.2 INDEPENDENT CONTRACTOR

Contractor will act as an independent contractor in the performance of the Services defined in Section 3, Scope of Services. Nothing in this RFP or resulting Contract is intended or shall be construed in any manner or under any circumstances whatsoever as creating or establishing the relationship of employer-employee or co-partners or creating or establishing the relationship of a joint venture between Contractor and MEC or as constituting Contractor as the agent or representative of MEC for any purpose or in any matter under Contract.

2.3 CONTRACT TERM

The contract resulting from this RFP shall commence after all appropriate MEC approvals have been obtained and shall terminate no later than September 30, 2012.

2.4 SCOPE OF CONTRACT

Work to be performed and the services to be provided by the Contractor will consist of the items described in Section 3 of this RFP (Services).

2.5 COMPENSATION AND METHOD OF PAYMENT

The Contract will provide that the Contractor be paid monthly for marketing communication services. Payment shall be based upon the actual number of hours expended by the Contractor in performance of the services requested by MEC in the preceding month, multiplied by the fixed hourly rates of compensation on the Contractor's approved Price Proposal.

Level of effort required to provide the services in the Scope of Services (Section 3) will vary week to week, is expected to average approximately 20 hours per week, and may be heaviest especially during the first few weeks of the contract.

2.6 INCURRED EXPENSES

During the course of performing the Services, Contractor may incur direct costs and expenses. Contractor will be reimbursed by MEC for all reasonable costs and expenses deemed eligible through MEC's prior authorization. Contractor will make every effort to obtain prior authorization from MEC for Service-related costs in excess of \$25. MEC reserves the right to refuse reimbursement for expenses not pre-approved.

2.7 WORK PRODUCTS

Any products and publications delivered under Contract shall be considered work for hire owned by MEC. All products, including work papers, draft documents, notes, calculations and all other written materials regarding the engagements prepared under the terms of this contract are the property of MEC and shall be delivered in a form useable to MEC, as defined by MEC.

2.8 CONFIDENTIALITY

The parties (and their employees, agents and contractors) shall not disclose, except to each other, any proprietary information, professional secrets or other information, records, data and data elements (including, but not limited to, protected health information) collected and maintained in the course of carrying out the responsibilities under any resulting Contract, unless such party receives prior written authorization to do so from the other party, or as required by law.

All confidential obligations contained herein (including those pertaining to information transmitted orally) shall survive the termination of any resulting Contract. The parties shall reasonably ensure that their respective employees, agents and contractors are aware of and shall comply with the aforementioned obligations.

2.9 INDEMNIFICATION

The Contractor agrees to indemnify and hold harmless MEC from all liability which may hereafter be incurred by reason of dissemination, publication, distribution, or circulation in any manner whatsoever of any information, data, or records pertaining in any way to the Contract by the Contractor and its employees.

SECTION 3. SCOPE OF SERVICES

3.1 OVERVIEW

The purpose of this Request for Proposals (RFP) is to identify a Contractor to provide a team leader to manage marketing efforts of advanced technology grant project. Marketing includes media relations, outreach, producing educational materials, developing and establishing maintenance of a web site, leading a sub team of the project and serving on the steering committee. The project purpose is to create a publicly releasable and replicable plan for electric vehicle and charging infrastructure deployment. The scope is to plan elements for plug-in electric vehicles and charging infrastructure in the metropolitan areas of Kansas City, MO-KS; Jefferson City, MO, Wichita, KS; Salina, KS; and Lawrence & Topeka, KS. (14 Counties: Cass, Clay, Cole, Douglas, Jackson, Johnson, Leavenworth, Miami, Platte, Ray, Saline, Sedgwick, Shawnee, Wyandotte).

3.2 SCOPE OF SERVICES

- Managing teams within scope and budget to meet strict timelines, address issues, and track action items
- Lead meetings of volunteer constituents, staff or elected officials
- Clearly define deliverables for matrix groups
- Determine metrics and measure progress against a dashboard of metrics
- Define requirements for web-based tools and work with existing MEC staff to oversee content development and maintenance
- Document new and improved processes
- Write releases for press and social media
- Coordinate media events
- Maintain contacts to improve participation in events and messaging with media, elected officials, government agencies, consumers and business
- Proficient use of tools such as Microsoft Project, Excel, Word, Outlook
- Local travel will be required

3.3 DELIVERABLES

- Web site development (may include RFP writing, distribution and selection of web developer, and oversee completion, including communicating web requirements with all project teams)
- Public awareness collateral for vehicle dealerships and other constituencies
- Media kit and press releases, resulting in a high pickup rate by diverse media
- Planning, marketing and delivery of outreach presentations and training webinars
- Social media maintenance, to drive activity to the Electrify Heartland web pages
- Document elements of the plan to be presented to DOE
- Detailed media/marketing contact data, including results of contact

3.4 CONTRACT MANAGER

After Contract award and throughout the course of the project, the Contract Manager listed below will schedule the Contractor's work, review the Contractor's work as it is submitted, monitor the performance of the Contractor and approve Contractor invoices for payment.

Kelly Gilbert, Transportation Director
Metropolitan Energy Center
3810 Paseo Blvd.
Kansas City, Missouri 64109
Telephone: 816-561-1625
Fax: 816-531-4946
E-mail: kgilbert@kcenergy.org

SECTION 4. QUALIFICATIONS

4.1 MINIMUM QUALIFICATIONS

The information regarding minimum qualifications described below must be furnished by Offeror. If Offeror fails to provide this information, the HR Manager shall deem the Offeror not eligible for receiving the contract.

- The Offeror must have at least three (3) years of successful and progressively responsible experience in marketing communications.
- The contract requires a valid driver's license and use of a personal vehicle.
- The contract requires a personal computer and ability to maintain one's own office facilities.

4.2 ADDITIONAL REQUIREMENTS

- Excellent listening skills, strong attention to detail
- Strong project management and organizational skills
- Knowledge of federal grants
- Ability to work independently, multi-task and deal with diverse constituencies
- Excellent grammar and written composition skills (including ability to prepare correspondence to stakeholders)
- A strong ability to work well with MEC staff, the community and media.
- A background in or understanding of alternative vehicular fuels and/or electric vehicle technologies is desirable.
- The successful candidate will be a self-starter, able to work with others toward common goals, and demonstrate a respect for others and their ideas.

SECTION 5. PROPOSAL FORMAT

5.1 GENERAL

The Offeror's Proposal should be prepared in a straightforward and concise manner, detailing the Offeror's capabilities to satisfy the requirements of this RFP and should conform to the outline below.

5.2 TECHNICAL PROPOSAL

A. Form:

Combine all required sections into one electronic file in portable document format (PDF), named XXX-TechProposal.pdf (where XXX are initials representing Offeror's company name). The Technical Proposal shall be made Attachment A of any resulting Contract.

B. Outline of sections to be included in the Technical Proposal:

i. – Executive Summary

The Offeror shall condense and highlight the contents of the Proposal in this section. The summary shall provide a broad overview of the Offeror's understanding of the contents of the RFP and of how the Offeror's proposal meets the Services outlined in Section 3. Any exceptions to this RFP or any attachment must be clearly identified in this section. Exceptions may result in the proposal being rejected or being determined not eligible for contract.

ii. –Qualifications

Demonstrate how the Offeror meets the qualifications outlined in Section 4.

iii. –Experience

Describe the Offeror's experience providing marketing communication services and how it relates to the Services.

iv. – Corporate References

Provide the names, addresses, and telephone numbers of at least three (3) current or former clients that may be contacted as references. MEC reserves the right to call any known or former client.

v. – Approach to Services

Describe in detail how the Offeror would approach providing the services and deliverables outlined in Section 3.

Attach as exhibits any pertinent company literature or prior work products.

vi. – MBE/WBE Status

Describe MBE/WBE status and certifications, if applicable. If the Offerer is certified as MBE/WBE with a local municipality, give type of certification, date of certification and history. Submit evidence that the certification is current.

5.3 PRICE PROPOSAL

Offeror shall prepare and submit a price proposal signed by principle or other official authorized to bind the Offeror. Price Proposal shall contain, at minimum, a fixed hourly rate for Services. It should

be saved as a PDF, file name “XXX-PriceProposal.pdf,” where XXX are initials representing Offeror’s company name. The Price Proposal shall be Attachment B in any resulting Contract.

SECTION 6. EVALUATION PROCEDURE AND CONTRACT AWARD

6.1 EVALUATION

MEC’s Transportation Program Manager, Electrify Heartland Project Manager and the MEC Executive Director shall serve as the Evaluation Committee. The Committee reserves the right to reject in whole or in part any and all proposals received as a result of this RFP, to waive minor irregularities in proposals, and to enter into discussions with all responsible Offerors in any manner deemed necessary to serve the best interest of MEC. Offerors whose proposals are not considered eligible for receiving a contract will be notified in writing by email.

6.2 PROPOSAL EVALUATION CRITERIA

The Evaluation Committee will conduct its evaluation of the Technical Proposals received on the basis of the following criteria in descending order of importance:

- A. Experience and Qualifications, as described in, Section 5.2,
- B. Approach to Services, as described in Section 5.2
- C. MBE/WBE status and certification with a local municipality.

6.3 PRICE PROPOSAL SELECTION CRITERIA

Price Proposals will not be opened until the evaluation of the Technical Proposal is complete. Price Proposals will be ranked in order from lowest to highest cost to MEC.

6.4 CONTRACT AWARD

It is MEC’s intention to award the contract to the Offeror whose proposal is determined to be the most advantageous to MEC.

6.5 WEIGHTING OF TECHNICAL AND PRICE PROPOSALS

The Technical Proposal will have greater weight than the Price Proposal in determining the most advantageous offers.