

ISSUE DATE: DUE DATE: INSTRUCTIONS:

SUBMIT TO: CONTACT INFO:

Public Engagement Firm REQUEST FOR QUALIFICATIONS (“RFQ”)

November 14, 2022

**3:00 PM on November 30, 2022 (“Digital Submission Deadline”)**

One (1) electronic copy of the Request for Qualifications (“RFQ”) via email at the e-mail address listed below. Submittals must be delivered via e-mail. Please ensure the subject line is “Public Engagement RFQ Response for Montrose Redevelopment Authority. Submittals received by email after the Submission Deadline will be rejected.

Walter Morris and Sanjay Bapat via e-mail at:

[info@montrosehtx.org](mailto:info@montrosehtx.org) and [sbapat@abhr.com](mailto:sbapat@abhr.com)

Any questions concerning this RFQ must be submitted by e-mail to [info@montrosehtx.org](mailto:info@montrosehtx.org) and [sbapat@abhr.com](mailto:sbapat@abhr.com) no later than **10:00 AM.** on **November 23, 2022**. Questions will be answered collectively in the form of a Letter of Clarification and made available at Montrosehtx.org by the close of business on **November 23, 2022.**

## QUALIFICATIONS for the RFQ

The **Montrose Redevelopment Authority (“MRA”)** is requesting firms to submit their qualifications to provide public engagement services and assistance in communicating proposed projects for the MRA community including areas within and contiguous to the zone boundaries. The engagement process will include MRA communications recommendations, special initiatives relating to the annual public meetings for MRA projects, and special meetings for individual MRA Projects. The engagement process will also require recommendations on communication practices during any public meetings regarding active and future projects as well as an annual public meeting to review the CIP and gain input from the community on what projects to pursue in the following year.

MRA operates with a series of Committees. The Projects and Planning Committee reviews all projects submitted to the Board for consideration. The Housing Committee reviews housing initiatives and has drafted a policy for Housing initiatives. The Public Engagement Committee reviews the engagement process. The successful consultant will work on assignments as assigned by these working committees.

The successful proposer will assist the Public Engagement Committee and the Board in the development of a transparent public communication process to keep property owners and residents informed on proposed MRA projects and to facilitate discussion to receive community input and feedback on MRA projects. Additionally, the proposer will assist as needed with special events.

**Essential responsibilities include the development of communications goals, messaging, marketing campaigns and the outreach process to inform Montrose community members about proposed and ongoing MRA projects as well as engaging the community in the planning of future projects.** Currently, MRA conducts an annual meeting in the fall to gauge input into the annual CIP planning for MRA. In addition, project improvements such as the Walk/Bike Montrose Program are ongoing. Planning of construction projects have been developed as a result of the studies conducted by the Board and ongoing community engagement over the last 7 years. Lessons learned over the last two years includes expanding neighborhood contacts to snail mail and not rely simply on HOAs and neighborhood organization email addresses. Meetings with the community reflect the unique Montrose vibe and diversity of opinions on construction improvements.

**DESCRIPTION OF QUALIFICATIONS AND GOALS**

For a Proposer to be successful the RFQ response should provide a detailed outline of the Proposer’s qualifications and how they would guide the MRA to gain input for all CIP projects, design, and implementation recommendations. Examples of proposed engagement types can range anywhere from in-person meetings to digital and print media. i.e. stakeholder interviews, community workshops, design charettes, in-person public meetings, print and signage information, community surveying, and website and social media activity. A description of how to measure the success of engagement during each meeting must be provided after each meeting. The proposer must describe what the potential fees may be for each engagement type during the public meeting process. An additional goal of this RFQ is to find a consultant who will be able to review the Public Engagement Policy and offer recommendations on how to improve its effectiveness.

The goal of the MRA is to foster a higher level of engagement with the Montrose residents, business owners, and stakeholders. This includes improving the quality and breadth of engagement. The proposer must act with the MRA as an explainer, translator, mediator, and advocate to the residents of the Montrose area. All material must be bi-lingual in English and Spanish.

The engagement process must be informative and meaningful to the residents. The MRA wants to help the residents learn all the information they will need to make informed decisions on the CIP projects and know that the MRA is here at the service of the Montrose residents. The process must be inclusive and accessible to all residents of Montrose regardless of possible disabilities, lack of internet, etc. The MRA would like to be transparent in all matters and believes that the engagement process should be handled in a similar manner. MRA would like to focus on engagement allowing for a dynamic and interactive process both in the public meetings and through the [info@montrosehtx.com](mailto:info@montrosehtx.com) help-email.

## PRE-PROPOSAL CONFERENCE

A pre-bid conference has not been scheduled for the solicitation and MRA does not anticipate that such a meeting will be held.

## PACKAGE FORMAT

Proposers are asked to review the following criteria/information requests and respond, in order, to the best of their ability:

1. **Transmittal Letter**: Proposers are asked to write a letter communicating effectively why their company should be selected to perform the services specified herein. The letter must be signed by a person authorized to make representations on behalf of the Proposer and include their direct phone number and email address.
2. **Experience**: Describe the Proposer’s history in meeting the needs of its clients. Provide three references in the field of community, civic and/or public engagement industry public relations; please include a contact name, phone number, and email address for each such reference.
3. **Project Team**: Identify the essential personnel who would provide the services, such as the account manager, responsible corporate executive and any probable subcontractors (with any diversity certifications noted); include a brief summary of their qualifications.
4. **Pricing**: Please submit Proposer’s pricing for services as a flat fee or hourly rates with a not-to-exceed amount. All potential fees and charges to MRA must be fully disclosed. Any expenses related to publishing costs, PSA, room rental, AV equipment etc. will be paid for by the MRA.
5. **Diversity Commitment**: Proposers should indicate how they intend to make good faith efforts to utilize diverse companies in performing the services described above.

All information provided by Proposers should be organized, clear and concise. Although there are no page limits, Proposers are asked to avoid excessive graphics, title pages, or other extraneous information in their submissions other than those requested by MRA.

## EVALUATION

MRAwill review and rank every submission received in response to this RFQ based on the following criteria: Experience, including references; Project Team; Pricing; and Diversity Commitment.

MRA reserves the right to interview the top-ranked Proposers, not to exceed three, prior to making a selection.

MRA intends to award the contract to the Proposer offering the best value, utilizing the foregoing evaluation criteria, including the right to award the contract by criteria other than the lowest price proposed. MRA reserves the right to select or reject all or part of any submission, waive minor technicalities, and select submissions in the manner and to the extent that they serve the best interests of MRA. This RFQ does not commit MRA to award a contract, issue a purchase order, or to pay any costs incurred in the preparation of a submission in response to this RFQ. MRA reserves the right to request clarifications/additional information from some or all Proposers.

## LETTERS OF CLARIFICATION

Responses to all material questions timely submitted by potential Proposers, as well as revisions incorporated into this RFQ by MRA, if any, will be confirmed in a letter and made available online [at](http://www.houstonfirst.com/do-business/) [Montrosehtx.org](https://montrosehtx.org/) (“Letter of Clarification”). When issued, Letters of Clarification become part of this RFQ and automatically supersede any previous specifications or provisions in conflict therewith. By submitting their qualifications, Proposers shall be deemed to have received all Letters of Clarification and to have incorporated them into their submittal. Verbal responses will not otherwise alter the specifications, terms and conditions as stated herein. It is the responsibility of Proposers to monitor the foregoing link and ensure they receive any such Letters of Clarification and incorporate them in their submission.

## FORM OF AGREEMENT

By submitting a response to this RFQ, Proposer agrees, upon notice of selection, to enter into a contract with MRA. Pre-printed forms or standard terms submitted by a Proposer shall be disregarded and may result in a proposer being deemed, at MRA’s discretion, as non-responsive.

## DIVERSITY COMMITMENT

The Proposer selected will be required to use good-faith efforts to award subcontracts to diversity participants certified by the City of Houston. Proposers should note if they are certified as a diversity participant in their submittal; however, such certification shall not lessen or otherwise alter the requirement to use good faith efforts to award subcontracts to diversity participants.

## RESTRICTIONS ON COMMUNICATIONS

Throughout the selection process, commencing with the Issue Date, Proposers are directed not to communicate with any MRA Board members or consultants regarding their submission, or any matter relating to this RFQ. Proposers are solely responsible for observation and compliance with such restrictions, and MRA reserves the right to reject any submission due to violation of this provision.

## VENDOR CODE OF CONDUCT

Proposers who do business or seek to do business with MRA are expected to interact with MRA with high ethics and integrity.

## CONFLICTS OF INTEREST

Proposers are advised that they have an affirmative obligation to disclose any affiliation or business relationship with a MRA employee, officer, or director creating a conflict of interest (or appearing to a reasonable person to potentially exist).

## PUBLIC INFORMATION

MRA is subject to the Texas Public Information Act (“TPIA”). Information submitted by

Proposers is subject to release under the provisions of the TPIA set forth in Chapter 552 of the Texas Government Code. Each page where confidential or proprietary information appears must be labeled as such clearly and unambiguously. Proposers will be advised of any request for public information that implicates their materials and may, in accordance with applicable law, elect to assert objections to disclosure with the Texas Attorney General at their cost and expense.

## RFQ PACKETS

A complete copy of this RFQ, including exhibits, necessary forms and other relevant information is available on-line at MRA website; [Montrosehtx.org](https://montrosehtx.org/). This RFQ provides the information necessary to prepare and submit a statement of qualifications for consideration and ranking by MRA**.**

## WITHDRAWAL; ERROR

Submissions withdrawn due to errors or for any other reason by a written request received by TIRZ 27 [info@montrosehtx.org](mailto:info@montrosehtx.org) prior to the Submission Deadline.