



Madison County Council of Governments
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REQUEST FOR QUALIFICATIONS

RFQ FY19-2 PLANNING SERVICES FOR COUNTY-WIDE DEVELOPMENT OF PUBLIC ENGAGEMENT STRATEGIES, AND TO CONDUCT PUBLICITY AND SOCIAL MEDIA OUTREACH, FOR THE MADISON COUNTY COMPREHENSIVE PLAN, *FORWARD MADISON COUNTY*, ISSUED SEPTEMBER 24TH, 2018.

GENERAL INFORMATION

1. The Madison County Council of Governments (MCCOG) herein referred to as "MPO" is seeking responses to this Request for Qualifications (RFQ) regarding the contents contained herein. The MPO is looking for qualified consultants to assist with in development of public engagement strategies, and to conduct publicity and social media outreach for the *Forward Madison County* Comprehensive Plan.
2. Consultant Statement of Qualifications must be received by the MPO no later than **OCTOBER 24, 2018 by 4:00 PM (Eastern)** local time at their main office location:

739 Main St
Anderson, IN 46016

3. Consultant must provide four (4) copies of their Statement of Qualifications (SOQ) in their response.
4. Questions concerning this RFQ will be entertained on or before **OCTOBER 8, 2018 by 2:00 PM (Eastern)** local Time. Questions should be directed to Neil Stevenson, AICP at neil@heartlandmpo.org. The MPO will respond to questions on its website at:

<http://mccog.net/rfp>

Responses will be posted within two (2) to three (3) business days of receipt. Only questions and their responses will be posted. The MPO reserves the right to determine which, if any, questions and responses will be posted.

5. The MPO reserves the right to reject any or all responses to this RFQ, to waive any informality or irregularity in any RFQ responses received, and to be the sole judge of the merits of the respective RFQ responses received.



6. Any response received at the office designated above after the exact time specified for receipt will not be considered. Late responses will be returned to the sender unopened (unless it is the only proposal received).
7. It is expected that all final deliverables for this project will be completed prior to **JANUARY 11, 2020**.
8. This project is funded in part with federal funds from USDOT (FHWA) through the Indiana Department of Transportation (INDOT) and is subject to all applicable requirements, statutes, laws, and guidance as issued relevant to their use. As such, this solicitation shall be governed, construed, and enforced in accordance with the laws of the State of Indiana.

PROJECT DESCRIPTION

The MPO's *Forward Madison County* Comprehensive Plan is to develop a unique county-wide vision for the future of Madison County that is aspirational, but practical. As a county located within the Indianapolis MSA on its eastern edge it is essential that the vision and plan also focus on the need for increased integration into the region. The plan needs to address many pressing issues facing the county that require considerable attention and concerted action. Among these issues are:

- Preparing for the expected conversion of agricultural land as the push for regional development extends into the county.
- Developing a plan that promotes and encourages Smart Growth principles as opposed to traditional sprawl.
- Preserving rural farmland in the face of growing urbanization/suburbanization pressures.
- Supporting the creation of commercial and economic development that offers greater prosperity to our citizens while complementing the County's unique sense of place.
- Encouraging and working with stakeholders and partners to develop the needed social, educational, and economic infrastructure for greater integration into the 21st Century economy.
- Evaluating alternatives for the continued transition and evolution of the local economy to meet future needs.
- Dealing with travel demand issues on major roads.
- Preservation and management of existing infrastructure while considering alternatives to traditional infrastructure for the future.
- Consideration of pushing the limits of alternative development.
- Preparing for development of a robust multi-modal transportation system that has connectivity (with destinations between) local and regional networks, including mass transit and freight.
- Improving neighborhood areas hampered by limited investment, and associated housing, economic, and social challenges.
- Encouraging mixed use development and housing densities that allow residents to live close to services and jobs, thereby reducing dependence on the automobile.



- Continuing central business district area revitalization and reinvestment, while preserving the historic and cultural character of the county.
- Addressing stormwater and drainage issues as well as septic issues that are exacerbated by increased development and sprawl.
- Creating new parks, recreation and open space facilities to promote the health and well-being of our citizens through integration of conservation of land and impact standards.
- Creation and maintenance of County recreational facilities.
- Addressing significant social and health issues such as the diabetes epidemic, smoking/tobacco use, opioid abuse, and other social and health related issues.

A critical part of plan development will be the involvement of property owners, residents, business owners, educational and civic leaders, and other stakeholders in the community. The development of *Forward Madison County* will start ‘from the ground up’; *i.e.*, community involvement will be the foundation of the plan. Starting early in the process, and continuing throughout the development of the plan, the MPO will host a series of meetings in communities across the county. Therefore, the MPO desires to have a wide-reaching publicity and engagement strategy. This strategy will include all media outlets within Madison County as well as a strong social media presence. The goal of which is to facilitate public awareness of the ongoing planning process and increase attendance to public planning events. Public input gleaned from these meetings will be reviewed during committee work sessions over a period of several months. Public involvement will also include an “open house” format near the end of the planning process in which the draft plan will be presented for public comment. In general, the plan process will proceed from the broad to the specific, and from objectives to actions. Approval of the plan will conclude with a formal public hearing and adoption by the Planning Commission and County Commissioners. The media strategy should evolve with the format of public meetings and its location within a community as the planning process progresses.

Study Area

The entire area of Madison County, Indiana.

(Anticipated Timeline)

53 sets of public meetings are anticipated to take place from the month of **November 2018** through **November 2019**. Online engagement and publicity will take place throughout the entire timeframe and will be coordinated with the public meetings.

DESIRED SCOPE OF WORK

Public Engagement

The MPO desires to have a robust county-wide public engagement strategy that includes in-person and online engagement. The MPO has an internal goal to engage 4-5% of the county’s households.



1. Publicity through local papers, radio, television and billboards
2. Online engagement design across several social media platforms and maintenance of the associated social media pages for the duration of the public meeting schedules. Design the format and engagement activities to overlap and correspond with Public Meetings using the Mindmixer engagement platform. The MPO already has a contract to use Mindmixer and will provide access to the consultant.
3. Achieve goal of engaging 4-5% of county households.

Deliverables

1. Social media pages for the following platforms: Facebook, Twitter and Mindmixer
2. Publicity for local papers, press releases, and partners
3. 2 Billboard designs
4. Radio advertisement



STATEMENT OF QUALIFICATIONS

A. General Instructions

1. Provide the information as set out in the items B & C below, in the same order listed and signed by an officer of the firm. Scanned signed documents or electronically applied signatures are both acceptable. Do not send additional forms, resumes, brochures or other material unless otherwise noted in the item description.
2. Statement of Qualifications shall be limited to a total of fifteen (15) 8 ½" x 11" pages of which a maximum of ten (10) pages can be used for identification and qualifications of key staff and five (5) pages can be used for project approach.
3. Statements of Qualifications must be received no later than the response due date and time as noted on page 1. Statements may not be considered after this deadline.

B. Identification and qualifications of key staff

1. Letter of interest from an officer of the responding firm
2. Provide the firm name and address of the responsible office from which the requested work will be performed. The name and email address for the person authorized to negotiate for the requested work.

List all proposed sub-contractors, and the percentage of work to be performed by the prime contractor and sub-contractors.

3. List the project manager and other key staff members, including key sub-contractor staff. Include project team members for important disciplines and staff members responsible for work. Address the experience that the key staff members have for similar projects. List the staff qualifications relative to the required item. Indicate the percent of time the project manager will be committed for the contract if selected.
4. Description of the current workload and ability for the firm to complete requested tasks in a timely manner.

C. Project Approach

Address your firm's technical understanding of the project or requested services, cost containment practices, innovative ideas, and any other relevant information concerning your firm's qualifications for the project.

D. Requirements for Affirmative Action

In addition to the requirements that are specified in this solicitation, prospective respondents are encouraged to consider programs and preferences that are available, such as those for the use of Minority Business Enterprises (MBEs), Woman Business Enterprises (WBEs),



Indiana Veteran Owned Small Business (IVOSB), or other Disadvantaged Business Enterprises (DBE) businesses. **The MPO seeks to achieve a 5% DBE participation goal for the *Forward Madison County Comprehensive Plan*.** Note that this requirement does not restrict the respondent from utilizing qualified firms from outside the State of Indiana. The link below connects to qualified firms found at the Indiana Department of Administration's website.

http://www.in.gov/idoa/files/certification_list.xls

The respondent shall utilize the attached form as verification of DBE compliance.

<https://pacs.indot.in.gov/rfppublicwebsite/Templates/MBE.pdf>

The form(s) must be included in the respondents' proposal and will not count against the total page limit of the response to this RFQ.

Below is a link to what is considered good faith efforts for compliance.

<https://www.law.cornell.edu/cfr/text/49/26.53>

