

## **SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY**

### **REQUEST FOR PROPOSAL NO. 13-006**

#### **CORPORATE & COMMUNITY OUTREACH and MARKETING SERVICES**

South Florida Regional Transportation Authority (SFRTA) an agency of the state of Florida, operates a seventy-one (71) mile commuter railroad with seventeen (17) stations in Miami-Dade, Broward and Palm Beach counties. SFRTA's 18<sup>th</sup> station at Miami International Airport, which has been temporarily closed, is scheduled to reopen as part of the Miami Intermodal Center's Central Station, in either the fourth quarter of 2013 or the first quarter of 2014 and is expected to be a major boarding and destination point in the Tri-Rail system.

**THE PURPOSE:** of this Request for Proposal (RFP) is to enter into an agreement with a qualified firm to provide Corporate and Community Relations and Marketing Services, including public relations, public information, marketing, and advertising services., The term of the agreement will be for a period of five (5) years. Proposers must possess a minimum of five (5) years of recent and relevant experience in providing Corporate and Community Outreach and Marketing Services to public transit/transportation clients.

**A REQUEST FOR DOCUMENTS** should be directed to Mr. Joe V. Rodriguez at SFRTA, 800 N.W. 33 Street, Pompano Beach, Florida 33064, (954) 788-7975. Solicitation documents will be available on April 10, 2013.

**A PRE-SUBMITTAL CONFERENCE** will be held in the SFRTA Board Room at the address above on April 17, 2013 at 10:00 A.M. The purpose of the meeting will be for SFRTA to respond to questions from document holders and clarify requirements in an open forum. Attendance is not mandatory but is recommended.

**RECEIPT OF RFP SUBMITTAL:** All RFP Submittals must be received as per the RFP instructions no later than 5:00 P.M. Eastern Time on May 7, 2013 at the SFRTA office in Pompano Beach.

SFRTA reserves the right to postpone, accept, or reject any and all RFQ Submittals in whole or in part. All Proposers must certify that they are not on the State of Florida Comptroller General's List of Ineligible Bidders. All RFQ Submittals shall remain in effect for One Hundred Eighty (180) days from the RFQ submission due date.

**CONE OF SILENCE:** Any communications between any potential vendor, service provider, bidder, lobbyist or consultant and any Board member, staff member, committee member, or consultant of SFRTA regarding this procurement are strictly prohibited from the date on which the solicitation advertisement appears on SFRTA's website or newspaper through the date of contract award and from the date of the filing

of any notice of protest of award through resolution for the parties involved in the protest or contract award, whichever is longer.

The only exceptions to this are: (i) any communications with the Procurement Director or SFRTA's designated point of contact; (ii) site visits to the apparent low bidder's or apparent successful proposer's facilities; (iii) any communications made on the record at a publicly noticed meeting of SFRTA, or (iv) negotiation meetings held by the Procurement Director.

Christopher C. Bross, CPPO  
Director, Procurement