

**VIA MOBILITY SERVICES
FINANCE DEPARTMENT
2855 N. 63rd Street
Boulder, CO 80301-2959**

**Request for Quotes (RFQ) from Marketing Firms (Firm or Firms) for services related to a Capital Campaign, specifically:
(1) Branding the Campaign; (2) Developing Campaign Messaging; and (3) Creating Collateral Materials**

DUE DATE:

5:00 PM MDT, FRIDAY, AUGUST 6, 2021

Submissions must be made via email to:

**Lisa Curtis, Director of Development and Community Outreach
303-444-3097
lcurtis@viacolorado.org**

IMPORTANT DATES:

Date Issued:	Friday, July 23, 2021
Quotes and Supporting Information:	Friday, August 6, 2021, by 5:00 PM (MDT)
Interviews with Finalists	August 9 - 13, 2021
Anticipated Notice of Award to Firm:	Monday, August 16, 2021

VIA MOBILITY SERVICES

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RFQ Announcement Issued: July 23, 2021

Via Mobility Services is launching a capital campaign to implement its strategic plan for expanding services and reaching net-zero carbon emissions for its transit fleets and operations. Via wants to enter a contract with a marketing firm to provide as-needed services related to the capital campaign for at least 12 months.

In accordance with the requirements of this RFQ, bid proposals must be submitted by email by 5 p.m. MDT on Friday, August 6, 2021. The email submission should go to Lisa Curtis at lcurtis@viacolorado.org. The subject line of the email should read: Marketing Services Quotes. She will send an email acknowledgment of receipt.

A copy of the RFQ may be obtained by contacting:

Lisa Curtis
Director of Community Engagement
Via Mobility Services
Lcurtis@viacolorado.org
303-444-3097

Responses shall be prepared at Firm's expense.

Via will make an award based on a combination of cost and non-cost factors that equate to a best value; provided, however, that Via shall have the right to reject any or all proposals, and to waive any informality or irregularity contained in said proposal.

Via Mobility Services

By: 
Bill Patterson, Director of Finance

1. Overview

Via Mobility Services (Via), a 501(c) (3) nonprofit organized under the laws of the State of Colorado. Via's mission is to promote independence and self-sufficiency for people with limited mobility by providing caring, customer-focused transportation options. Via primarily serves older adults and people with disabilities by providing them with door-to-door transportation in wheelchair accessible vehicles. Via also enters contracts with government entities to operate public transit, including the City of Boulder's fixed-route service called the HOP. Net revenues from these operating contracts help support our mission services.

Though we primarily serve older adults, Via's mission touches everyone. As a community transit agency, we are a second responder for local governments, performing such actions as evacuating residents in Estes Park and Lyons when they were threatened by wildfires in 2020. During the pandemic, we continued to provide trips but we also delivered groceries and fresh produce to our clients and those served by food banks. After the mass shooting in Boulder in March of 2021, Via's headquarters served as a casualty response center where law enforcement and others could meet with those impacted by the tragedy. And finally, Via has adopted net-zero carbon emissions goals for its fleets and operations to help us address climate change and improve air quality along the northern Front Range.

Via recently adopted a strategic plan that addresses two challenges with enormous social impacts: the aging of the population and climate change. To address these challenges, our plan is to increase the contract services that support our founding mission services and eliminate the tailpipe emissions from our vehicles and use renewable energy as much as possible for charging the electric vehicles that will replace our current fleet of gas and diesel vehicles.

Via's capital campaign will provide the investment funds necessary to support the strategic plan's initiatives for expanding services and reaching net-zero transit operations. Our capital campaign goals will include fundraising from federal, state, and local grants, as well as philanthropic gifts from individuals, foundations, and corporations.

The Firm chosen to work on Via's capital campaign will work closely with senior management and staff in the Development and Communications Departments. Via will lead the campaign, performing many of the related activities, and seek specific services from the Firm as needed. Via expects to enter a retainer or master contract with that Firm which locks in the quoted rates for services for a period of twelve months and establishes terms for billing and other matters. The parties may mutually agree to revise and/or extend the contract for an additional term.

2. Requirements for Response to RFQ

Responses to this RFQ must include the following:

- (a) **Proposal Submission Form**. See page 6 for a copy of the form.
- (b) **Quotes for Services**. The response to this RFQ should include a table with the following information:

- The rates(s) per hour and estimated number of hours and total cost to:
 - Develop the campaign's brand.
 - The rate(s) per hour and estimated number of hours and total cost to:
 - Develop messaging for the campaign.
 - The rate(s) per hour to provide the text writing and graphic design services to create collateral materials for the capital campaign consistent with the branding and messaging.
 - The rates(s) per hour to consult with Via on further developing and/or revising its capital campaign plan.
- (c) **Description of the Firm's Approach to Capital Campaigns.** The response to this RFQ should also include a description of the Firm's approach to capital campaigns and similar projects. Including examples of work on similar campaigns would be helpful.
- (d) **List of References.** Please include a list of at least three clients that have hired the Firm for its marketing services and can be contacted as a reference.

3. Terms and Conditions of the RFQ

- (a) **Contract.** If Via accepts the quotes submitted by Firm in response to this RFQ, Firm agrees to enter a contract with Via to provide the services at the rates quoted for at least 12 months. The parties agree that Via will request specific services from Firm as needed by Via. The parties further agree that Via is under no obligation to request from Firm any or all of the specific services needed by Via to conduct its capital campaign.
- (b) **Award of Contracts.** This RFQ does not commit Via to award a contract, or pay any cost incurred in preparation of quotes/bids/proposals, or to produce any contract for services.
- (c) **Communications.** During the time that this solicitation is open, any questions should be directed to Lisa Curtis, Director of Community Engagement, at lcurtis@viacolorado.org.
- (d) **Amendments to Solicitation.** Via reserves the right to revise or amend this RFQ up to the time set for the submission of quotes. Such revisions and amendments, if any, shall be announced by written addendum to the RFQ.
- (e) **Deadline for Submission of Proposals/Late Proposals.** Proposals submitted in response to this solicitation must be received by Via no later than 5:00 PM (MDT) on Friday, August 6, 2021. Proposals received after the submission deadline will not be considered and will be returned unopened to the Firm. Via may, at its discretion, extend the deadline for submitting quotes in response to this RFQ.

- (f) Format of Proposals and Submissions. One (1) electronic copy of the completed proposal forms in PDF format must be submitted to lcurtis@viacolorado.org. The subject line of the email should read: Marketing Services Quotes. Responses submitted via hard copy or facsimile are not acceptable and will not be considered.
- (g) Modification of Quotes. Except at the written request of Via, no response with quotes may be modified after the deadline for submission.
- (h) Via reserves the right to reject any or all proposals or any portion of a specific proposal for any reason. Via also reserves the right to award a single or multiple contracts because of this solicitation; however, issuance of this RFQ and receipt of proposals does not commit Via to award a contract or contracts.
- (i) Equipment. Except for printing services, the Firm shall at its own expense furnish all labor, supplies, equipment and machinery necessary to provide the goods and services required by the contract.
- (j) Personnel. The Firm represents that it has all personnel required in providing the goods and services under the contract. Such personnel shall not be employees of or have any contractual relationship with Via. None of the work or services covered by the contract shall be subcontracted without prior written approval by Via.
- (k) Tax Exempt. Via is a 501(c)(3) organization that is exempt from payment of Federal, State and local taxes, and such taxes must not be included in the quotes provided. Via will furnish the Firm with the necessary tax-exempt certificates.
- (l) Firm Responsibilities. The Firm will be required to assume responsibility for all goods and services offered in its proposal regardless of who provides them. Further, Via will consider the Firm to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.
- (m) Protests. Protests related to this RFQ or resulting contract award must be submitted in writing to Via's Finance Director, Bill Patterson, at bpatterson@viacolorado.org or 2855 N. 63rd Street, Boulder, C) 80301. Upon receipt of a written protest, the Finance Director will proceed to implement Via's bid complaint procedures as set forth in its Procurement Policy.
- (n) Evaluation and Firm Selection. Via professional staff shall review the responses to determine which ones are responsive to the RFQ, meaning they conform to the RFQ requirements. To select a Firm from the responsive quotes, Via staff will consider the following criteria and may conduct interviews with such Firms.
- Overall experience
 - Experience with nonprofits and capital campaigns
 - Firm's approach
 - Costs

PROPOSAL SUBMISSION FORM

The Firm listed below hereby submits the attached quotes and accompanying information to Via Mobility Services (Via) in response to Via's RFQ for marketing services issued on July 23, 2021.

By the signature below, company agrees to all the terms and conditions set forth in the RFQ and the announcement of the RFQ, which have been provided to the Firm. If these quotes are accepted, this signed document and the attached quotes and information shall constitute the entire agreement between the parties, and no changes will be recognized unless the parties agree in writing.

Firm Name

Representative's Signature

Mailing Address

Representative's Name and Title

City, State and Zip Code

Date

Email Address

Telephone Number