



NORTHWEST ARKANSAS REGIONAL PLANNING COMMISSION

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NWARPC REQUEST FOR LETTERS OF INTEREST – NWA MOBILITY STRATEGIC COMMUNICATIONS PLAN

January 14, 2024

Notice is hereby given that the Northwest Arkansas Regional Planning Commission (NWARPC) is seeking letters of interest from qualified firms interested in completing a Transportation Public Messaging Guide, a 12-month Strategic Communications Plan, and conducting a Scientific Public Opinion Survey around mobility in Northwest Arkansas (Benton County and Washington County - Arkansas).

The Strategic Communications Plan will focus on the theme of mobility choice as adopted in the NWARPC 2045 Metropolitan Transportation Plan, Bicycle and Pedestrian Master Plan, Connect NWA Transit Development Plan, Comprehensive Safety Action Plan/Vision Zero, and other applicable plans. The purpose of the project is to provide communications capacity that will help the region coalesce around the topic of mobility choice; advance awareness of mobility and transportation plans; frame regional mobility issues, create strategies, and define audiences; and to provide resources, including educational marketing materials and shared messaging content.

Deliverables include:

- (1) a Transportation Public Messaging Guide to support regional and planning partner adopted plans, initiatives, and policies;
- (2) a 12-month Strategic Communications Plan; and
- (3) a Scientific Public Opinion Survey.

SUBMITTAL REQUIREMENTS:

Interested firms must furnish:

1. A cover letter with the firm's response including primary contact information.
2. Information regarding the firm's experience in similar work.
3. The firm's completed Architect-Engineer Qualifications Standard Form (SF) 330 Parts I and II (48 CFR §53.236-2(b)). (SF 330 is available on the Department's website.) https://www.ardot.gov/wp-content/uploads/2020/11/SF330_12_31_2020.pdf
4. A current copy of the firm's equal employment opportunity policy required per Arkansas Code Annotated (Ark. Code Ann.) §19-11-104.
5. The firm's current copy (within 12 months) of the Department and Finance and Administration (DFA) Illegal Immigrant Contractor Disclosure Form (Ark. Code Ann. §19-11-105). <https://www.ark.org/dfa/immigrant/index.php/user/welcome>

One (1) digital copy in PDF format must be received no later than **3:00 p.m. CST, February 9, 2024**. Submittals may be sent via email to ngibbs@nwarpc.org using the subject "LOI-Communications" or provided on a thumb drive to the address listed below. Any responses received after this deadline will not be considered.

Submittals should be emailed to ngibbs@nwarpc.org or addressed to:

Northwest Arkansas Regional Planning Commission
ATTN: Nicole Gibbs, AICP
1311 Clayton, Springdale, AR 72762

For questions, please contact Nicole Gibbs at 479-751-7125 x106 or ngibbs@nwarpc.org.

After a review of all Letters of Interest received, selected firms will be furnished with a scope of work and requested to submit proposals for accomplishing the work. NWARPC procurement process will be followed. NWARPC intends to select one firm for this work.

NWARPC is a recipient of federal funding and selected firm shall comply with Federal Transit Administration (FTA) Certifications and Assurances and with Arkansas state procurement laws, rules, and regulations including but not limited to Ethical Standards (Ark. Code Ann. §19-11-708), Employee and Relative Disclosure, and Equal Opportunity Policy.

Work and contract requirements shall conform with the requirements of Federal Highway Administration (FHWA), Federal Transit Administration (FTA), Arkansas Department of Transportation (ARDOT), and NWARPC. Interested firms should note that in order to comply with state and federal requirements, NWARPC will verify suspension and debarment actions and eligibility status of firms in accordance with 2 CFR Part 1200, 2 CFR Part 200, and 2 CFR Part 180.

PROTEST PROCEDURE: Protestors may file a protest on any phase of solicitation or award, including but not limited to specification or award. Protests are to be submitted in writing and received by the NWARPC's Executive Director, at 1311 Clayton St., Springdale, AR, 72762 within seven (7) working days after the aggrieved person knows or should have known of the facts giving rise thereto. Protests based upon restrictive specifications or alleged improprieties in any type of solicitation, which are apparent prior to bid opening or the closing date for receipt of initial proposals, should be filed no later than three (3) working days prior to bid opening or the closing date for receipt of proposals. More information can be found in the NWARPC Procurement Procedures at www.nwarpc.org/datacatalog/nwarpc-procurement-procedures/.

NWARPC NOTICE OF NONDISCRIMINATION POLICY: The Northwest Arkansas Regional Planning Commission (NWARPC) complies with all civil rights provisions of federal statutes and related authorities that prohibit discrimination in programs and activities receiving federal financial assistance. Therefore, the NWARPC does not discriminate on the basis of race, sex, color, age, national origin, religion or disability, in the admission, access to and treatment in NWARPC's programs and activities, as well as the NWARPC's hiring or employment practices. Complaints of alleged discrimination and inquiries regarding the NWARPC's nondiscrimination policies may be directed to Nicole Gibbs, AICP, Regional Planner – EEO/DBE (ADA/504/Title VI Coordinator), 1311 Clayton, Springdale, AR 72762, (479) 751-7125, (Voice/TTY 7-1-1 or 1-800-285-1131); Para llamadas en español, marque el 866-656-1842; para llamadas en inglés, marque el 711 o directamente al 800-285-1131 or the following email address: ngibbs@nwarpc.org. This notice is available from the ADA/504/Title VI Coordinator in large print, on audiotape and in Braille. If information is needed in another language, contact Nicole Gibbs. Si necesita información en otro idioma, comuníquese Nicole Gibbs, ngibbs@nwarpc.org, 479-751-7125.