



**REQUEST FOR QUALIFICATIONS**  
**VETERANS RIDE CONNECT - MARKETING**

INCOG is accepting statements of qualifications for **Marketing the Veterans Ride Connect program**. This submittal is for consultant qualifications only. **DO NOT PROVIDE PROPOSED FEES FOR THIS PROJECT.**

Qualifications are to be mailed or delivered to: INCOG, Attn: Jennifer Haddaway; 2 W. 2<sup>nd</sup> Street, Suite 800, Tulsa, Oklahoma, 74103 by **Wednesday, April 5<sup>th</sup> at 5:00pm**. Provide 5 hard copies of your Statement of Qualifications and send an electronic copy to [jhaddaway@incog.org](mailto:jhaddaway@incog.org). INCOG may develop a short list from the submittals and selected consultants will be invited to submit a proposal or interview. It is anticipated that a contract will be negotiated with the selected firm.

For more information, contact Jennifer Haddaway at (918) 579-9427.

**I. Overview**

INCOG is seeking a qualified marketing firm to develop a marketing package developing the brand identity and promotional materials for the Veterans Ride Connect program.

The Veterans Ride Connect program is a consortium of regional transit agencies. Their mission is to “Recognize and address the needs related to veterans transportation within VTS region, for providing adequate transportation for over 44,000 veterans in eastern Oklahoma. Pelivan along with INCOG/regional transit agencies will in a highly collaborative effort work together to better serve veterans in the area by providing adequate transportation options to the Jack C. Montgomery VAMC as well as other veteran trips”

The project will be managed by INCOG Transportation Planning staff in collaboration with Pelivan Transit as the team lead for the Veterans Ride Connect program.

**II. Anticipated Scope of Services**

The consultant may be asked to provide the following services:

- 1) Establish a visual identity for the system
- 2) Develop print collateral (business cards, letterhead, postcards, promotional flyers, membership cards, etc.)
- 3) Host the website and customize
- 4) Graphic design

- 5) Develop promotional items such as coffee mugs, baseball hats, t-shirts, table cloth's, booth items, etc.
- 6) Media buys - consulting and execution
- 7) Organizing press events

### **III. Evaluation Criteria/Method of Evaluation**

Qualifications will be evaluated by an internal staff review committee. Qualifications will be reviewed in terms of content and completeness. Previous client references may be contacted to verify client satisfaction, including clients not listed on the proposal. This RFQ is open to any firm that provides consulting services that comply with all elements identified within this RFQ. Statements of Qualifications should include:

- A. Experience and technical competence of the Marketing firm and project staff on related programs. This includes:
  - 1) An experienced staff working with public programs
  - 2) Cost estimating experience with media buys
  - 3) Experience in putting together press events
- B. Familiarity with either veterans programs or transportation needs in the region.
- C. Consultant's record and success on similar projects, examples of similar work.
- D. Client references for similar projects.

The grading of SOQs will be accomplished by using a 100 point scale as described in the following schedule:

**1. Experience and Technical Competency** **40 points**

Whether the CONSULTANT has sufficient qualifications and experience to successfully perform the Scope of Services. The reviewers will also assess the applicability and relevance of the CONSULTANT'S experience and previous projects. Contact with specific references may be used to better clarify the nature and relevance of past projects.

**2 . Familiarity** **20 points**

CONSULTANT'S response must demonstrate a level of familiarity with the proposed scope of work and an understanding of the marketing challenges posed by the project.

**4. Record of Success** **20 points**

CONSULTANT'S response should demonstrate success on similar projects and provide examples of similar work. Proposed staffing for the project should have been involved in referenced projects. Demonstrate how the proposed staff completed the work demonstrated in this section.

**5. References** **20 points**

CONSULTANT should provide at least 3 client references, including contact information from previous clients. INCOG will likely reach out to these references for feedback on prior performance.

The SOQ is limited to seven (7) single-sided pages. Any additional documentation should be included as hyperlinks. Send 5 copies of the SOQ to Jennifer Haddaway, INCOG, 2 West 2<sup>nd</sup> Street, Suite 800, Tulsa, Oklahoma 74103. Statements of Qualification are due to INCOG by **5:00 p.m. (local time) Wednesday, April 5<sup>th</sup>**. Send an electronic copy to [jhaddaway@incog.org](mailto:jhaddaway@incog.org)

INCOG reserves the sole right to evaluate the submittal, waive any irregularities therein, select candidates for submittal of proposals or reject any and all firms that submitted should it be deemed for its best interest. All parties selected to submit proposals will be notified by e-mail. Please direct comments, questions, and any request for information to Jennifer Haddaway, Project Manager, at (918) 584-7526.