

Public Notice

Notice is hereby given that the Regional Planning Commission is requesting qualification statements from firms interested in submitting a proposal for the following project.

**Social Marketing and Media Campaign
New Orleans Regional Bike/Pedestrian Safety Program
RPC Project No. NBP3-Media**

An outline of the desired scope of work is available from RPC upon request and at its web site www.norpc.org. Contract services are expected to commence approximately 4 weeks from the date of this notice and will be completed by June 30, 2013 following the award of the contract. This is a non-negotiated, lump sum contract in the amount of \$641,450. All interested firms are invited to submit their qualifications for undertaking the above study.

Interested firms shall furnish sufficient technical and supervisory personnel to insure expeditious completion of the work. Firms with demonstrated experience and expertise in Community Based Social Marketing techniques are being sought. Interested firms shall possess a variety of skills for the effective development and implementation of a media campaign targeted at improving bicycle and pedestrian safety. Technical and creative competence will be evaluated. Socially and economically disadvantaged firms are invited to submit qualifications for undertaking the above mentioned work. You are also advised that an 18% minority participation (MBE/DBE) goal has been adopted by the Regional Planning Commission.

Qualification statements are to be submitted on Standard Form DOTD 24-102, "Professional Engineer and Related Services Questionnaire for Specific Project." Submit your qualifications on Standard Form DOTD 24-102 on a CD as a PDF file (one copy) OR alternatively, but not preferred, you may submit three paper copies of your qualifications. Experience, both firm and individual; past performance on Commission projects; current work load; location where work will be performed and firm size will be the significant evaluation factors which will be used in selecting a firm for the above study. Failure to submit all of the information required on Standard Form DOTD 24-102 will constitute a non-response.

Letters of interest and qualification statements are to be identified by Project Title and RPC Project Number and are to be submitted prior to the 12:00 noon deadline on Thursday, March 8, 2012 by hand or mail addressed as follows:

Ms. Karen Parsons, AICP
Regional Planning Commission
10 Veterans Memorial Blvd.
New Orleans, LA 70124
Telephone: 504-483-8511