



## **Hispanic/Latino Public Liaison Request For Proposal**

Charleston, South Carolina  
Date: March 3, 2021

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**Due Date:** March 17, 2021  
**Time:** 3:00 P.M. EST

**Receipt Location:**  
BCD Council of Governments  
Attn: Jason McGarry  
5790 Casper Padgett Way  
North Charleston, SC 29406

**Request for Proposal  
RFP # COG2021-02  
HISPANIC/LATINO PUBLIC LIAISON**

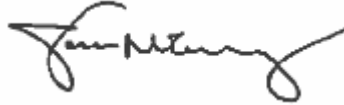
BCD Council of Governments will accept proposals from qualified companies to assist BCD Council of Governments and the entities managed by BCDCOG to effectively reach, educate and build connections within the Hispanic/Latino communities.

The deadline for firms to submit written questions for information and/or clarification is **March 10, 2021 by 3:00 PM EST.**

The deadline for receipt of submittals is **March 17, 2021 by 3:00 PM EST.**

This solicitation does not commit Berkeley Charleston Dorchester Council of Governments (BCDCOG) to award a contract, to pay any cost incurred in the preparation of proposals submitted, or to procure or contract for the services. Berkeley Charleston Dorchester Council of Governments (BCDCOG) reserves the right to accept or reject, any, all, or any part of offers received as a result of this request, or to cancel in part or in its entirety this request for proposal if it is in the best interests of Berkeley Charleston Dorchester Council of Governments (BCDCOG) to do so.

Sincerely,



**Jason M. McGarry**  
*Contracts/Procurement Administrator  
BCD Council of Governments*

Note: The deadline shown above **March 17, 2021** by 3:00 PM is extremely important. The completed proposal must have been physically received on or prior to that deadline. If you plan to have your proposal delivered other than personal delivery, please remember that even though the proposal may be postmarked prior to the deadline, if it is not received by the deadline time and date, it absolutely cannot be considered

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## 1.1 Introduction

The BCD Council of Governments is issuing this RFP to qualified sources to obtain proposals from qualified firms to assist BCDCOG and the entities managed by BCDCOG to effectively reach, educate and build connections in the Hispanic/Latino community.

Entities include but are not limited to:

- Transportation (CARTA, TriCounty Link, LCRT)
  - <https://www.ridecarta.com/>
  - <http://ridetricountylink.com/>
  - <https://lowcountryrapidtransit.com>
- Workforce (SC Works)
  - <https://www.scworkstrident.org/>
- Planning projects, programs and campaigns

## 1.2 Background

### BCDCOG

The Berkeley-Charleston-Dorchester Council of Governments (BCDCOG) is a regional agency, which serves a three-county area in South Carolina. BCDCOG offers a wide variety of planning, economic development and social services in order to aid in the orderly growth and development of the area. The BCDCOG's primary objectives are to assist local governments develop local and regional plans within the tri-county region, as well as providing local governments with planning and technical support to improve the quality of life in the region.

### CARTA

CARTA was created in 1997 by adoption of a mutual agreement by the following jurisdictions: Charleston County, The City of Charleston, The City of Hanahan, and The City of Isle of Palms, The City of North Charleston, The Town of Kiawah Island, The Town of Mt. Pleasant, and The Town of Sullivan's Island. CARTA provides public transportation services within the member jurisdictions, with the authority to determine scope (routes, equipment, and facilities) and standards of the service to be provided.

### BCD-RTMA

In 1996, Berkeley, Charleston, and Dorchester Counties agreed to invest in the cost for the startup of a rural transit service for the residents of the region. The Berkeley, Charleston, Dorchester Rural Transportation Management Authority (BCD-RTMA) was created to operate this service. The BCD-RTMA service was implemented to provide a home-to-work option for rural residents. The funding from the three counties was programmed to last only three years, after which we were tasked with becoming self-sufficient.

### SC Works Trident

SC Works Trident connects businesses, job seekers, and training providers to create a pathway to employment in our region's leading industries. Our centers are operated by trained and motivated staff, representing a diverse number of agencies, who are ready to help you fulfill your employment needs.

### 1.3 Project Goals

The BCD Council of Governments is issuing this RFP to qualified firms to assist BCDCOG and its entities to achieve the following goals:

- Improve agency positioning and visibility in the community with general ongoing outreach efforts as well as efforts based around specific campaigns and projects.
- Support and assist with increasing awareness and engagement within the Hispanic/Latino community related to BCDCOG services projects and programs.
- Coordinate and work with COG staff to develop a Hispanic/Latino Outreach communication plan.

### 1.4 Proposal Schedule

Proposals shall be solicited and evaluated by the following schedule:

Publish/Release Solicitation_____	March 2, 2021
Deadline for Written Questions_____	March 10, 2021 by 3:00 PM
Deadline for Proposals_____	March 17, 2021 by 3:00 PM

#### A. Submission

One (1) digital, One (1) original, and three (3) copies of the Proposal shall be submitted no later than 3:00 p.m. EST on March 17, 2021, to the following address:

BCD Council of Government  
Attn: Jason McGarry  
5790 Casper Padgett Way  
North Charleston, SC 29406

Any proposals received after the scheduled deadline on the closing date will be immediately disqualified in accordance with BCDCOG policies.

Proposals shall be submitted in a non-binder format and placed in a sealed box or envelope that is labeled with the Firms name and identified as containing a Proposal responding to RFP #COG2020-04: Hispanic/Latino Public Liaison.

No oral, facsimile, telegraphic proposals or subsequent modifications to such proposals will be considered except as specified herein.

#### B. Addenda

In the event it becomes necessary to revise any part of the RFP, addenda will be provided to all firms who received or requested the RFP document from BCDCOG.

#### C. Proposal review process

The procurement of these Firm's services will be in accordance with BCDCOG and other applicable federal, state and local laws, regulations and procedures.

Proposals shall be submitted as set forth in this RFP. The selection committee will review and evaluate Proposals in accordance with the requirements and instructions contained in this RFP.

Following evaluation of the proposals, the selection committee may sub-select finalist who may be invited to participate in an interview, if necessary.

## **1.5 Instructions and General Conditions**

### **A. Firms Responsibility**

Firms shall fully acquaint itself with the conditions relating to the scope and restrictions attending the execution of the services under the conditions of the RFP. The failure or omission of a Firm to acquaint itself with the existing conditions shall in no way relieve it of any obligation with respect to the proposal submitted by the Firm to any contract resulting from this RFP.

### **B. Duty To Inquire**

Should a Firm find discrepancies or omissions in this RFP, or should the Firm be in doubt as to the meanings, the Firm shall at once notify BCDCOG in writing prior to the last day for written questions. If additional clarification is warranted, a written addendum will be sent to all persons or firms receiving this RFP.

### **C. Signature Requirements**

Only authorized officers eligible to sign contract documents will be accepted. Consortiums, joint ventures, or teams submitting proposals, although permitted and encouraged, will not be considered responsive unless it is established that all contractual responsibility rests solely with one contractor or one legal entity. This proposal should indicate the responsible entity. Firms should be aware that joint responsibility and liability will attach to any resulting contract and failure of one party in a joint venture to perform will not relieve the other party or parties of total responsibility for performance.

### **D. Waiver**

By submission of its proposal, the Firm represents and warrants that it has sufficiently informed itself in all matters affecting the performance of the work or the furnishing of the labor, services, supplies, materials, or equipment called for in the solicitation; that it has checked the proposal for errors and omissions; that the prices and costs stated in its proposal are intended by it; and, are a complete and correct statement of its prices and costs for providing the labor, services, supplies, materials, or equipment required.

### **E. Confidential Information**

All proposals received become the exclusive property of BCDCOG. At such time, as a Contract is agreed to by the contractor and the Board, all proposals submitted will become a matter of public record and shall be regarded as public records, with the exception of those elements in each proposal which constitute confidential and proprietary information or trade secrets as those terms are used in S.C. Code Ann. §§ 11-34-410 and 30-4- 40(a)(1) and which are so marked as "TRADE SECRET," "CONFIDENTIAL" or "PROPRIETARY." However, proposals which indiscriminately identify all or most of the proposal as exempt from disclosure without justification may be released pursuant to a freedom of information request. BCDCOG shall not in any way be liable or responsible to any Firm or other person for any disclosure of any such records or portions thereof, whether the disclosure is deemed to be required by law, by an order of a court, or occurs through inadvertence,

mistake, or negligence on the part of BCDCOG or its officers, agents, or employees. Any legal costs associated with determination of what is excluded or included in a public records request is at the expense of the Firm.

Firms should not simply mark their entire proposal as Confidential or exempt from Freedom of Information Act. Doing so will result in BCDCOG making an independent determination of confidentiality or exemption. BCDCOG further hereby disclaims any responsibility for any information which is disclosed as a result of Firms such independent determination of confidentiality or exemption necessitated by the Firms failure to properly follow this section.

#### **F. Revisions To RFP**

BCDCOG reserves the right, when necessary, to postpone the times in which proposals are scheduled to be received and opened, and to amend part or all of the RFP. Prompt notification of such postponement or amendment shall be given to all perspective Firms who have requested or received copies of the RFP. Receipt of all addenda must be acknowledged in the proposals received by BCDCOG.

#### **G. Protest Procedures**

Any prospective Firm or contractor who is aggrieved in connection with the solicitation of a contract may protest to BCDCOG. Any such protest must be delivered in writing within five days of the issuance of the RFP. Or within five days of the amendment there to if the amendment is the issue. A protest must set forth all specific grounds of protest in detail and explain the factual and legal basis for each issue raised. This project is to be funded in part by FTA and is subject to FTA rules and regulations. FTA only accepts protests alleging that a grantee fails to have written protest procedures or has violated such procedures or fails to review a complaint or protest.

#### **H. Withdrawal of Proposal**

No proposal may be withdrawn after the proposals have been opened.

#### **I. Reserved Right**

All Firms are notified that the contract for this service may be contingent upon Federal and State appropriations. In the event that funding is eliminated, decreased, or not granted, BCDCOG reserves the right to terminate any RFP; any contract awarded hereunder or modifies any contract or this RFP accordingly. BCDCOG makes no representations that any contract will be awarded to any Firm responding to this RFP.

- BCDCOG reserves the right to waive any minor irregularities in any and all Proposals.
- BCDCOG reserves the right to reject all Proposals and re-solicit or cancel this procurement if deemed by BCDCOG to be in its best interest, without indicating any reason for such rejection(s).
- BCDCOG also reserves the right to enter into a contract with any Firm based upon the initial Proposal or on the basis of a best and final offer without conducting oral interviews.

#### **J. Prohibited Interest**

No member, officer, employee of BCDCOG or member of its Board during his/her tenure or one year thereafter, shall have any interest, direct or indirect, in any resultant contract or the proceeds thereof.

#### **K. Notice To Proceed**

The Firm shall be issued a written Notice to Proceed. Any services provided prior to receipt of the Notice to Proceed shall be at the sole risk and expense to the Firm.

#### **L. Labor Provisions**

South Carolina is a Right-to-Work state. The successful Firm shall be responsible for compliance with all applicable requirements of 49 USC § 5333(b).

#### **M. Cost of Proposal Preparation**

BCDCOG shall not be responsible for any cost or expenses incurred for preparation of the Proposal in response to this RFP. Firms shall not include such expenses as a part of the price proposed. BCDCOG and the BCD Council of Governments shall be held harmless and free from any and all liability, claims, or expenses whatsoever, incurred by, or on behalf of any person or organization responding to this RFP. Costs related to Proposal preparation include, but shall not be limited to the following:

- Preparing proposals in response to this RFP.
- Negotiations with BCD Council of Governments on any matter related to this procurement.
- Costs associated with interviews, meetings, travel, or presentations.
- Other expenses incurred by a Firm prior to formal Notice to Proceed for any agreement.

### **2.0 Scope of Work**

The BCD Council of Governments is issuing this RFP to qualified firms to assist BCDCOG and its entities to achieve the following:

- Provide recommendations to effectively reach the Hispanic/Latino community in the TriCounty area, including media buys, partnership opportunities and events.
- Assist with development and implementation of marketing and/or outreach plans to the region's Spanish-speaking community.
- Advise staff on appropriate messaging to reach various segments of the Hispanic/Latino community.
- Build a list of influential Hispanic/Latino community members and events and assist with outreach to them.
- Advise BCDCOG about other public relations and community outreach opportunities in the region, including publications, events, media opportunities and other community agencies that can be solicited as partners.
- Provide recommendations regarding media buys and promotions and provide contact information in order for internal staff to execute.
- Work with COG staff to assist with media relations and development specifically targeting the Hispanic/Latino community. Also assist in securing opportunities for COG staff and/or board members to appear on local Spanish media outlets, both radio and TV.
- Primary consultant should act as a liaison between BCDCOG and the Hispanic/Latino community.
- Support and assist marketing team with increasing Hispanic/Latino ridership on public transportation.



- Attend public meetings as needed. When requested, a representative will be required to be present and provide information to the team during the meeting, gather information from attendees and possibly provide some translation services (News interview or statement, workshop activities, etc.).
- Advise staff regarding which collateral, CARTA schedules and marketing pieces should be translated and provide translation services when applicable.
- Assist staff with organizing community meetings as needed targeting the Hispanic/Latino community.
- Street team outreach – Provide assistance to staff as needed with door to door canvassing and door hangers campaigns when required.
- Attend and/or assist staff with manning tables at events and festivals when required (depending on demographic makeup of the event and/or target market of the event).
- Assist staff with acquiring community volunteers for TRAC, Transit Ambassadors and other programs.
- Identify issues facing the Hispanic/Latino community and recommend creative solutions.
- Representative may be required to attend some Board, committee and/or project meetings.
- Provide a monthly report of activities (along with general invoicing).
- Attend at least one marketing team meeting per month to provide a report to the team on the prior month's activities as well as inform the team of upcoming outreach efforts and activities. May be required to attend additional monthly meetings with the Marketing team depending on the project or campaign.
- Monthly meeting – Will have at least one monthly meeting with Marketing Manager to provide info on recent activities and confirm the topic, target campaign or focus area for the coming month.
- Primary consultant should also plan to have additional concept meetings and campaign discussions and planning with full internal team on a regular basis.

## **2.1 Preferred Qualifications**

The consultant should meet the following requirements:

- Self-directed and independent, capable to perform the services without day-to-day oversight or direction;
- Willingness to immerse oneself in the regional and local Hispanic/Latino community;
- Willingness to immerse oneself in the structure of BCDCOG and the regions served by BCDCOG along with the entities managed by BCDCOG in order to better communicate to the Hispanic/Latino community about the services provided by BCDCOG;
- Excellent verbal and written communication skills, including the ability to facilitate and mediate conversations involving sensitive issues;
- Ability to develop and deliver presentations to Hispanic/Latino community groups;
- Problem-solving skills and ability to create solutions;
- Ability to plan, organize and prioritize assignments, projects and daily task;
- Ability to assess problems and identify solutions independently;
- Sound judgment and decision-making skills; and
- Bilingual (English/Spanish) required.

### **3.0 Proposal Content and Outline**

#### **Section 1: Proposal coverage**

Cover the scope of work and general objectives to which the proposal is addressed.

#### **Section 2: Prior and current experience**

Include a list of projects currently in progress or completed within the last two years which are relevant to the type of project effort proposed. Include the names, addresses, and telephone numbers of contact points with those clients. BCDCOG reserves the right to request information from any source so named. Provide references that demonstrate your experience. A contact person with telephone number for each reference should be included.

#### **Section 3: Signature**

The proposal shall be signed by an official authorized to bind the Firm, and shall contain a statement to the effect that the proposal is a firm offer for a ninety (90) day period. The proposal shall also provide the name, title, address, and telephone number of the individual(s) with authority to negotiate, and contractually bind the company, and also the identity of the person who shall be contacted during the period of proposal evaluation and negotiation.

**Section 4:** Provide any pertinent information needed to describe your services.

**Section 5:** Provide detailed pricing schedule.

### **4.0 Evaluation Criteria**

The proposal will be evaluated on the following categories listed below.

- I. Qualifications and Experience – 40%
- II. Understanding the Purpose – 20%
- III. Cost Proposal – 30%
- IV. References – 10%

**The Agreement shall be in effect for one year with an option to renew 4 additional years no more than 5 years from the award date.** Having carefully examined the Request for Proposal, attachments and related documents, the undersigned proposes and agrees to provide the specified services in accordance with the Specifications described in the RFP.

Please indicate the amount indicated below for services:

_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____
_____	\$ _____/____

- Bidders may create their own hourly rate price files to accompany proposals.

Receipt of Addendum (if any)

1. \_\_\_\_\_  
Authorized Signature

The undersigned of this form hereby agrees to furnish the above services to the BCDCOG in accordance with all the instructions that have been carefully reviewed and examined.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date