



January 6, 2016

Cheyenne Metropolitan Planning Organization (MPO)

Request for Qualifications for a Public Engagement Professional

About the Position:

This consultant will be tasked with the development of materials that will inform and educate the public about the Cheyenne MPO, its role in Laramie County and the Cheyenne urbanized area, and provide information about past and ongoing projects. This professional will also be tasked with creating promotional materials for all ongoing MPO work program projects including the Cheyenne Transit Program.

This professional, with guidance and assistance from MPO staff will be responsible for the following but not limited to:

- Evaluating the MPO Website and CTP for content, clarity and user friendliness, including ADA accessibility as appropriate
- Evaluating the most effective and cost efficient social media applications for the Cheyenne MPO
- Investigating and keeping up to date on what other MPO's and Transit Programs are doing for public engagement and promotional work for their projects
- Developing consistent, objective and clear messaging for all media
- Developing and updating content for social media platforms with close guidance from MPO staff
- Developing and updating content on webpages pertaining to public information and engagement
- Designing and creation of paper and e-newsletters, agency brochures, project flyers and handouts, fact sheets, newspaper display ads, press releases and any other print or electronic media (technical content to be provided by MPO planners and CTP staff)

Knowledge and Skills:

Knowledge of web based software programs for graphic design

Knowledge of HTML language

Knowledge of social media applications

Knowledge of social media and other tools of community engagement a plus

Public Relations experience

Business image and branding experience

Excellent writing and communication skills

Creative thinker

Additional Details about this Position:

The intent and purpose of this part time employee contract is to develop an agreement with this professional where the majority of the work will be done within the first year or two to set up a continuing public engagement framework. Subsequent years will be mainly maintenance of materials and updates.

From past experience, the MPO staff has identified the need to do a better job of communicating with the Cheyenne area population on who the MPO is, why what it does is important and how being engaged in MPO projects helps improve the future of this community.

Consistent, Objective and Clear Messaging will be a key task for this position and for this effort. Making it easy for people to get engaged and make their opinion heard in a variety of ways for MPO and CTP projects is another major goal with this position. Lastly this person will provide the technical support in design, content development and marketing experience to the MPO and CTP staff that will be needed to achieve this goal.

The MPO is currently updating our Public Participation Plan. Please review this document to understand the policies and strategies the MPO would like to undertake.

<http://www.plancheyenne.org/wp-content/uploads/2015/12/PPP2015.pdf>

NOTE: The Cheyenne MPO and the Cheyenne Transit Program (CTP) use a Consolidated Planning Grant (CPG) for transportation planning work. The CPG combines the Federal Highway Administration's Planning Funds (PL) and the Federal Transit Administration's 5303 Planning Funds into one budget. The CPG allows the MPO Policy Committee to access Transit 5303 Planning Funds and use those funds for any transportation planning needs.

Logistics:

January 6, 2016 until position is filled.

Please submit a Letter of Intent, a portfolio of no more than ten no less than five examples of past work, a current resume with three references and fee proposal. *Fee proposal will be submitted in a separate sealed envelope.

Submit to: Cheyenne Metropolitan Planning

Nancy Olson, Planner II

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307-638-4385

www.plancheyenne.org

Criteria for Selection: voted by a selection committee of MPO staff.

PROJECT: Public Engagement Professional				
<u>CRITERIA</u>	<u>DESCRIPTION</u>	<u>WEIGHT</u>	<u>SCORE</u> (0 - 10)	<u>WEIGHTED TOTAL</u> (WEIGHT x SCORE)
Performance on past projects	Success on previous projects in the way of project quality, budget, schedule and cost control.	<u>9</u>		
Applicable education and experience	Education, experience with similar work, and verification of pertinent requirements of Wyoming law concerning the practice of the professional services required.	<u>8</u>		
Project innovations	Ideas or suggestions to improve the schedule, feasibility, cost savings and/or scope of the project.	<u>8</u>		
Proposal quality	Readability, completeness, brevity, and organization of the proposal.	<u>7</u>		
Equal opportunity	Consultant's record on affirmative action and response to relevant policies regarding minorities, women and disadvantaged business in employment contracts.	<u>5</u>		
<u>WEIGHTED TOTAL</u>				