



## Request for City Council Committee Action From the Department of Public Works

**Date:** May 4, 2010  
**To:** Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee  
**Referral:** Honorable Betsy Hodges, Chair Ways and Means Committee  
**Subject:** **Marketing services for ABC Ramps**

**Recommendation:**

Authorize proper officers to negotiate and execute a contract with IN Marketing and Design in the amount of \$150,000 per year renewable for up to 5 years, to provide overall management of all ABC Ramp marketing, communication and public relations activities in coordination with MnDOT and the City of Minneapolis all in accordance with specifications outlined in the request for proposals.

**Previous Directives:**

June 30, 1989 -- Resolution 89R-265 executing management agreement for I-394 parking facilities with Minnesota Department of Transportation (MnDOT).for the term commencing on July 29, 1989 and ending June 30, 2009.

January 23, 2009 – Resolution 2009R-025; Extending the agreement between the Minnesota Department of Transportation (Mn/DOT) and the City of Minneapolis to manage the ABC Ramps. An execution of this ten year extension to Agreement No 66310 to commence on July 1, 2009 and to end on June 30, 2019.

**Prepared by:** Diana Saenger, Public Works Operations Analyst, 673-2691

**Approved by:**

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Steven A. Kotke, P.E., City Engineer, Director of Public Works

**Presenters:** Diana Saenger, Public works Operations Analyst

**Reviews**

Permanent Review Committee (PRC): Approval  X  Date  2/8/2010   
Civil Rights Approval Approval  X  Date  4/20/2010   
Policy Review Group (PRG): Approval      Date                    

**Financial Impact**

No financial impact

## **Background/Supporting Information**

The State of Minnesota, through its Department of Transportation (MnDOT), is the owner of the ABC Ramp parking facilities. The City of Minneapolis issued a Request for Proposals (RFP) for marketing, communications, and public relations activities for the ABC Ramps on behalf of MnDOT under the terms of the Management Agreement. The city will be reimbursed by MnDOT for all costs related to the RFP.

### RFP Purpose & Services

The services to be performed are overall management of marketing, communication and public relations activities in coordination with Mn/DOT, City of Minneapolis Public Works Traffic and Parking Services, and other promotional efforts with partners. This effort will provide any marketing and advertising strategies, events, earned media, social media, technical advice, creative and design work, production and distribution, and any other services required to accomplish program objectives. Mn/DOT has written a communications plan for the ABC Ramps defining goals and strategies. The vendor will develop and execute tactics and campaigns to meet these goals:

1. Manage marketing communications plan.
2. Develop and execute a marketing/promotional campaign plan that supports the ABC Ramps Communications Plan and the Ramps strategic goals and objectives.
3. Develop Media relations plan that supports the goals of the ABC Ramps Marketing communications plan and the related campaigns.
4. Create other campaign components.
5. Manage relationships and campaigns with private sector partners.
6. Measurement
7. Provide year end report on all activities and measured results.

### RFP (Phase 1) – Proposal Review

Four (4) separate proposals were received from vendors and evaluated as part of Phase 1 by an evaluation team which included Public Works Traffic and Parking, Public Works Administration, City of Minneapolis Communications Department, and the Minnesota Department of Transportation.

The three (3) companies selected to advance to Phase 2 were:

- Modern Climate; Minneapolis
- Weber Shandwick; Minneapolis
- IN Marketing and Design; Minneapolis

### RFP (Phase 2) – Interview – Final Selection

Agencies selected for interview were expected to bring the staff members who will be working on this project. The final selection was based the following evaluation criteria as outlined in the RFP:

- Quality, thoroughness and clarity of proposal.
- Qualifications and experience of staff.
- Review of references.
- Ability to meet needs and provide services as outlined in the RFP.
- Experience in similar or related services, programs and purpose.
- Price and competitiveness.
- Ability and available resources to meet design print and turn around demand.

- Financial responsibility and capacity of company including whether or not the company, any affiliates, subsidiaries, officers or directors have filed for federal bankruptcy protection within seven years of the date of the RFP.
- Organization and management approach and involvement for a successful project.

#### RFP – Recommended Vendor

The evaluation team evaluated the vendors according to the RFP criteria. The recommended vendor is IN Marketing and Design.

This contract will be renewable annually for up to a 5-year period. The marketing budget may increase/decrease each year and is funded by MnDOT.