



## INVITATION FOR BIDS

### Marketing Campaign for the Valley Flyer Passenger Rail Service.

### IFB 2022-2022

The Franklin Regional Council of Governments will accept bids from qualified Marketing Firms for Marketing Campaign Continuation for the Valley Flyer Passenger Rail Service. The IFB is being undertaken per MGL Ch30b.

The IFB may be requested from <https://frcog.org/bids>. Potential bidders should download the specifications from this site in order to be made aware of any addenda or notices. It is the bidder's responsibility to check for addenda before submitting a bid.

Sealed Bids should be marked "IFB 2022-2022 VALLEY FLYER MARKETING CAMPAIGN" and will be received by the Franklin Regional Council of Governments, 12 Olive St., #2, Greenfield, MA 01301 until JUNE 10, 2022 at 2pm at which time they will be opened and read. Emailed or faxed bids will not be accepted.

Qualified bidders who are Minority/Women/Disabled Owned Business Enterprises (M/W/D/BE) businesses are encouraged to apply. Other qualified bidders are encouraged to partner with disadvantaged businesses. A listing of disadvantaged businesses can be found at <http://www.mass.gov/sdo>.

Questions may be emailed to [bids@frcog.org](mailto:bids@frcog.org) until JUNE 3, 2022 at 4pm. Any addenda will be sent to all who downloaded the IFB from the bid website.

The awarding authority is the Franklin Regional Council of Governments and they reserve the right to accept or reject any or all bids in total or in part as they may deem to be in the best public interest.

#### FRANKLIN REGIONAL COUNCIL OF GOVTS

Andrea Woods, Chief Procurement Officer  
MAY 26, 2022

The Franklin Regional Council of Governments (FRCOG) and the Pioneer Valley Planning Commission (PVPC) do not discriminate on the basis of race, color, national origin, sex, age, disability, or gender with respect to admission to, access to, or operation of its programs, services or activities. If you would like accessibility or language accommodation, please contact the Title VI Coordinator at 413-774-3167 (voice) (MA Relay System: 800-439-2370), 413-774-3169 (fax), or [civilrights@frcog.org](mailto:civilrights@frcog.org) (e-mail).

## ADVERTISEMENT

Advertisement for Goods and Services (M.G.L.c. 30b)

B. CommBUYS – 5/26/2022

C. Recorder Legal Ad – 5/26/2022

## CRITICAL DATES

A. Deadline for written questions – 6/3/2022 at 1pm

B. Addenda will be issued, if needed, issued by 6/7/2022

C. Deadline for Submission of Bids – 6/10/2022 AT 2pm

## ESTIMATED DATES

A. Evaluation of Submissions            6/17/2022

B. Notice of Award                        6/22/2022

C. Contract Execution                    7/1/2022

D. Project Completion:                    6/30/2023

## 1.0 INTRODUCTION

### Background

The Franklin Regional Council of Governments (FRCOG) seeks the services of a marketing professional to continue to implement a Marketing Campaign for the Valley Flyer Passenger Rail Service.

The Valley Flyer started as a pilot project to provide additional passenger rail service on the CT River Line in Massachusetts that launched on August 30, 2019. The Valley Flyer supplements the existing Amtrak Vermonter with additional services. The service is primarily intended to serve two markets: 1.) residents of western Massachusetts who are traveling to points south and 2.) visitors travelling to the Connecticut River Valley.

### Marketing Project Objective and Budget

The Valley Flyer has had an ongoing marketing objective and successful run since 2020. Logos and materials have already been developed and those materials are intended to be utilized in this next Phase. The Massachusetts Dept of Transportation has granted the FRCOG an additional \$100,000 to continue executing this marketing plan.

Massachusetts procurement law MGL Ch30b requires the FRCOG to execute this additional procurement process due to the amount of funding.

## 2.0 SCHEDULE

The consultant will provide services as outlined in 3.0 Scope of Work to continue a marketing campaign for the Valley Flyer passenger rail service

Consultant will submit a proposed timeline and product completion dates with their bid.

## 3.0 SCOPE OF WORK

The marketing project will include 3 tasks as described below:

### Task: Continue Valley Flyer Marketing Campaign: *Budget \$93,000*

The consultant will continue the existing overall marketing strategy/campaign including branding already established and in place since 2020 working closely with the FRCOG. The intention is that regular meetings will be held with FRCOG throughout this task.

### Timeframe for Project

The campaign will continue under this contract through June, 2023. Amendments may be made with the written agreement of both parties.

### Minimum Criteria

Awarded consultant will have successfully developed and have available all creative material approved by the FRCOG for the Valley Flyer Marketing Campaign.

Awarded consultant will have completed and signed all bid forms and replied to the IFB on or before the due date.

### **Rule for Award and Contract**

The project will be awarded to the consultant meeting the Minimum criteria who agrees to do the project for the stated pass through grant amount of \$93,000.

The awarded consultant will sign the standard FRCOG contract. The contract terms and conditions may be requested from [bids@frcog.org](mailto:bids@frcog.org).

**VALLEY FLYER MARKETING CAMPAIGN  
IFB 2022-2022**

**Bid Form**

**TO: The Franklin Regional Council of Governments**

The undersigned has read the Invitation for Bids and has carefully examined all criteria therein. The undersigned certifies that they meet the minimum criteria, is an authorized signer of the Bid and that there are no known obstacles to prevent the execution of a contract agreement with **the Franklin Regional Council of Governments**. The undersigned acknowledges the following Addenda, if applicable, and certifies that this bid includes consideration thereof:

Addendum No \_\_\_\_\_, Date: \_\_\_\_\_, 2022  
Addendum No. \_\_\_\_\_, Date: \_\_\_\_\_, 2022

The undersigned agrees that if the Bidder is awarded the contract pursuant to this solicitation, it will execute the contract and provide the required evidence of insurance within five (5) business days of presentation of the contract.

The undersigned certifies that they have the financial capacity to purchase marketing materials/contracts on behalf of the FRCOG and wait for reimbursement within thirty days of acceptance of invoices from FRCOG.

Pursuant to M.G.L. Ch. 62C, Sec. 49A, I certify under the penalties of perjury that, to the best of my knowledge and belief, I am in compliance with all laws of the Commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

The undersigned certifies under penalties of perjury that this bid has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

The undersigned acknowledges that the FRCOG may accept or reject any and all bids, or waive portions of the bid if it deems it in the best interests of the public.

THE TOTAL COST FOR COMPLETION OF THIS PROJECT AS OUTLINED IN THE BID IS:

\$ \_\_\_\_\_

TOTAL IN WORDS:

\$ \_\_\_\_\_

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

Proposer information:

Printed Name: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Choose One:            Corporation      LLC      Partnership      Sole Proprietorship

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number/Direct Line: \_\_\_\_\_

Email Address: \_\_\_\_\_

Title: \_\_\_\_\_

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The Office of the Attorney General, Washington, DC, requires the following information on all bid bids amounting to \$1,000.00 or more:

\_\_\_\_\_ Federal Tax ID Number (this number is regularly used by companies when filing their "EMPLOYER'S FEDERAL TAX RETURN, U.S." Treasury Department Form 941

\*IF A CORPORATION, INCLUDE WITH YOUR BID A CORPORATE RESOLUTION LISTING ALL DULY AUTHORIZED SIGNERS ON BEHALF OF THE CORPORATION AND CHECK HERE

\*IF A PARTNERSHIP, INCLUDE A LIST OF NAMES/ADDRESSES OF ALL PARTNERS AND CHECK HERE

\*IF A PROPRIETORSHIP, COMPLETELY FILL OUT INFORMATION ABOVE ONLY AND CHECK HERE