



**Northeast Ohio Areawide Coordinating Agency (NOACA)**

1299 Superior Avenue  
Cleveland, Ohio 44114-3204  
(216) 241-2414  
[www.noaca.org](http://www.noaca.org)

**Request for Quote (RFQ)  
Event Planning Services**

**Issue Date: December 12, 2023  
Closing Date: December 22, 2023**

## **TABLE OF CONTENTS**

<b>1. ABOUT NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA) .....</b>	<b>1</b>
<b>2. PROJECT BACKGROUND .....</b>	<b>2</b>
<b>3. SCOPE OF WORK .....</b>	<b>2</b>
<b>4. QUALIFICATIONS.....</b>	<b>4</b>
<b>5. PROCUREMENT TIMELINE.....</b>	<b>4</b>
<b>6. SELECTION PROCEDURES.....</b>	<b>5</b>
<b>7. ADMINISTRATIVE PROCEDURES AND CONDITIONS .....</b>	<b>5</b>
<b>8. SUBMISSION OF QUOTE FOR SERVICES .....</b>	<b>6</b>
<b>9. QUESTIONS.....</b>	<b>6</b>

## **1. ABOUT NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)**

The Northeast Ohio Areawide Coordinating Agency (NOACA) is a Cleveland-based transportation and environmental planning organization that serves as the metropolitan planning organization (MPO) and designated areawide water quality management agency for the counties of Cuyahoga, Geauga, Lake, Lorain, and Medina in Ohio.

In these capacities it:

- Works with other organizations to help address northeast Ohio's transportation, air quality, and water quality needs.
- Conducts metropolitan planning for various modes of transportation, including vehicles, freight, transit, bicycle, pedestrian, etc., while considering the transportation system's impact on the environment and land use.
- Prepares the region's long-range transportation plan and short-range transportation improvement program, which is the region's capital budget for federally funded transportation projects.
- Conducts studies that address congestion, improve safety and strengthen community livability.

The vision of NOACA is as follows: NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

NOACA is directed by a 48-member Board of Directors, representing the City of Cleveland and the counties and municipalities of Cuyahoga, Geauga, Lake, Lorain and Medina, plus transit agencies, the Northeast Ohio Regional Sewer District (NEORS), the Cleveland-Cuyahoga County Port Authority, the Ohio Environmental Protection Agency (Ohio EPA), the Ohio Department of Transportation (ODOT), and the Ohio Turnpike Infrastructure Commission.

The NOACA region is home to 2.1 million people and over 150 units of government.

More information about NOACA is available on our website at [www.noaca.org](http://www.noaca.org)

## **2. PROJECT BACKGROUND**

NOACA seeks to engage an event planning consultant to design and execute the Conference on Freight to be held in Cleveland, Ohio in September 2024. This event is traditionally held over three days and attended by approximately 300-400 people.

The Conference on Freight is held in partnership with the Ohio Association of Regional Councils (OARC) and its member organizations, with NOACA serving as the host for the 2024 event. The Conference attracts professionals from the private and public sectors and from states and provinces in the U.S. and Canada who convene to explore topics related to freight and logistics. The Conference is a vital forum for economic growth within an integrated, multi-modal industry for Ohio and the surrounding Great Lakes region.

The Consultant will report to NOACA's Executive Director and/or designee in executing this scope of work and will also coordinate with NOACA's Director of Public Affairs to ensure creation of engaging and compliant content for the event's branding, marketing, communications, and outreach.

The Consultant will lead the event's planning and execution, and will solicit sponsorship and participation from major freight, transportation, engineering, construction, and planning firms, in addition to others associated with the mission and values of NOACA and OARC.

Areas of expertise for prospective consultants should include but are not limited to event marketing, attendee registration, event sponsorship, guest accommodations, and development of an event program that may include mobile tours, networking events, luncheon, workshops, keynote speakers, and moderated panel sessions.

The estimated duration for this contract is 9 months commencing in January 2024 and ending in October 2024.

## **3. SCOPE OF WORK**

### **A. Solicitation of Event Sponsors**

This event has an approximate budget of \$200,000. Of that amount, \$100,000 has already been committed by event partners.

- Consultant is responsible for securing \$100,000 in sponsorship.
- Coordinate with NOACA's Division of Public Affairs in identifying sponsor prospects.
- Track event sponsorships in a timely and efficient manner and engage in continuous monitoring of donations received to ensure that sponsorships align with event planning costs.
- Maintain donor records in a format approved by NOACA for use in future event solicitations.

## **B. Event Planning**

- Direct planning of the event logistics including registration process, vendor relationships, selection of venue and guest accommodations, program development, budget development, and technology, among others
- Design and manage seating arrangements for general attendees, VIPs, sponsors and speakers
- Develop a production schedule for the conference
- Draft, update, and finalize run-of-show documents
- Work with NOACA to develop printed materials
- Provide timely event marketing content and updates to NOACA for incorporation into all digital platforms
- Develop and manage a Conference on Freight website, which includes an attendee registration platform

## **C. General Event Management**

- Provide NOACA with weekly progress reports on all components of conference development, including expenditures
- Coordinate with NOACA staff to ensure that event's financial and procurement procedures comply with all applicable government regulatory and auditing rules
- Serve as the liaison with vendors, sponsors, and other contracted parties
- Perform related administrative duties in a timely and efficient manner including but not limited to reviewing, recording and tracking event-related invoices for payment
- Ensure all required insurance certificates are obtained
- Ensure all required permit applications are obtained
- Recruit and train Conference volunteers
- Conduct a venue walk-through prior to the event
- Schedule and manage rehearsals, video test runs and draft briefing documents for program participants in collaboration with NOACA
- Prepare a final budget expense report
- Participate in post-event de-briefing with NOACA

## **D. On-site Management**

- Work with venue on setup and strike of equipment, furniture rentals, audio-visual equipment, staging, auxiliary rooms, signage, sponsor spaces and admissions
- Manage event staff and volunteers
- Designate personnel to support all participants before and during the event, including on-site greeting, hold room arrangements, and ensure smooth program participation
- Provide personnel to oversee the execution of all audio, visual, lighting and staging elements in coordination with program
- Manage the tear-down of all internal and external venues

**E. NOACA Responsibilities**

- Identify the types of sponsorship levels needed to achieve sponsorship goals
- Provide consultant with any available data and guidance on target audiences, sponsor prospects, known event components, and information from prior event(s).
- Define visual identity for the event, including but not limited to: social media platforms, paid digital ads, website, emails, electronic banners, and other items related to print and digital marketing
- Approve payment of invoices, as needed and mutually defined
- Provide volunteer personnel for day of the event (i.e., wayfinding, reception, registration, etc.)

**4. QUALIFICATIONS**

The qualified consultant shall have the following knowledge and experience:

- Substantial experience with the development, management, and execution of a large, multi-day event
- Experience representing and working with public sector agencies, not-for-profits, and business organizations
- Extensive experience with the event sponsorship solicitation process
- Extensive experience in building and managing a project plan and accomplishing goals and objectives
- Ability and willingness to work collaboratively with client staff
- Ability and willingness to work with representatives and organizations from diverse backgrounds, which are reflective of NOACA’s Board of Directors and constituents
- Track record of managing multiple projects simultaneously and meeting critical deadlines

**5. PROCUREMENT TIMELINE**

NOACA’s process and suggested timeline for selection of a consultant are as follows:

<b>RFQ Distributed</b>	<b>December 12, 2023</b>
<b>RFQ submissions due</b>	<b>December 22, 2023</b>
<b>Vendor Selection</b>	<b>January 2024</b>
<b>Execute Agreement</b>	<b>January 2024</b>

## **6. SELECTION PROCEDURES**

NOACA will select a consultant based on review of the vendor's qualifications and experience and price quote.

Information provided on qualifications shall demonstrate that the Consultant has the organizational capability to complete the project within the specified timeframe and has experience completing projects of similar nature and scale in the past.

Total cost will be evaluated on a scale relative to the cost of all quotes received. NOACA shall review cost factors such as identified budget items, billable hours, rates of pay and appropriate staff assignment relative to the complexity of each task.

## **7. ADMINISTRATIVE PROCEDURES AND CONDITIONS**

- A. Consultants agree not to discriminate against any employee or applicant for employment because of race, color, religion, age, creed, sex, sexual orientation, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff, or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Consultants further agree to comply with all requirements of Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et seq., 49 C.F.R. Part 21.
- B. All proposals received by NOACA in response to this RFQ shall remain valid for 90 days from the date of submittal.
- C. An RFQ does not constitute an offer or a contract.
- D. NOACA reserves the right to cancel or reissue the RFQ or to revise the timeline at any time. NOACA reserves the right to reject all quotes and to waive minor irregularities in the proposal process which do not affect the substance of the quote. NOACA may accept any quote if such an action is believed to be in the best interests of the agency.
- E. NOACA is not liable for any cost incurred by the proposer prior to execution of a contract.
- F. The contract between the successful proposer and NOACA shall include all documents mutually entered specifically including the contract instrument, the RFQ, and the response to the RFQ. The contract must include, and be consistent with, the provisions stated in the RFQ.
- G. The prime consultant will be required to assume responsibility for all services offered in the proposal whether directly performed by the prime consultant or a subconsultant. Further, the prime consultant will be the sole point of contact for NOACA regarding contractual matters.
- H. The consultant project team shall be approved by NOACA. NOACA must approve any changes in the consultant's project team.
- I. Consultants must show proof of Comprehensive General Liability and Ohio Workers Compensation insurance.
- J. Firms included on the current Federal list of firms suspended or debarred are not eligible for selection.

## **8. SUBMISSION OF QUOTE FOR SERVICES**

Submit a quote of up to four (4) pages in length that provides the following information:

- A Summary of qualifications that relate to knowledge and experience listed in *Section 4* of this RFQ
- A pricing proposal that provides the total cost of services, broken down by the deliverables listed in *Section 3 – Scope of Work*. The pricing proposal shall include itemized project costs by task with estimated respective hours and rates.

Attach resume(s) of professional(s) to be assigned to this engagement.

Quotes shall be emailed in PDF format to [\*\*procurement@mpo.noaca.org\*\*](mailto:procurement@mpo.noaca.org) by **5:00 p.m. on Friday, December 22, 2023**.

Please state “Event Planning RFQ” in the subject line of the transmittal email.

## **9. QUESTIONS**

For questions regarding the RFQ, please contact [procurement@mpo.noaca.org](mailto:procurement@mpo.noaca.org).