

**REQUEST FOR PROPOSALS**  
**FOR**  
**DEVELOPMENT OF RELATIONAL ENGAGEMENT PLATFORM**  
**FOR THE FRIENDS OF FRONT RANGE RAIL INITIATIVE**

**1. INTRODUCTION**

**1.1. Invitation**

The Front Range Passenger Rail District (the “District”) is seeking a qualified firm or team (“Proposer”) to design, develop and launch a relational engagement platform that will serve as the central organizing hub for supporters of Front Range Passenger Rail. This platform will power the Friends of Front Range Rail campaign, helping to build awareness, engagement and grassroots momentum for the District.

**1.2. Background**

The District was established to develop and operate passenger rail service connecting communities along Colorado’s Front Range. The District is exploring placing a voter-approved ballot initiative in November of 2026 to fund comprehensive passenger rail service that will provide sustainable, efficient transportation for residents and visitors while supporting economic development throughout the region.

**1.3. Timeline**

Responses to this Request for Proposals (“RFP”) shall be submitted by November 14, 2025. The District’s intent is to make an award within seven (7) days after proposals are submitted.

**2. SUMMARY OF SERVICES**

**2.1. Scope of Services**

The Proposer is authorized to and shall perform the services set out in Exhibit 1 of this RFP (“Services”), including providing any deliverables defined therein.

**2.2. Performance Period**

The Proposer shall perform all Services described in this RFP prior to January 1, 2026 or by such other date as determined by the District based on the needs of the District. The Proposer must take into account election deadlines and complete its work and recommendations to allow for sufficient time for Board consideration in publicly-noticed open meetings.

In accordance with Colorado law, the Proposer must immediately cease all work when the Board decides to refer a ballot issue to be included on the November 2026 ballot. In submitting a proposal, the Proposer acknowledges that no public funds, including District staff time working with the Proposer under the contract, will be spent as of the moment the Board decides to put any ballot question on the ballot. No public funds may be spent advocating for a ballot issue once a decision has been made to refer a ballot issue for the November 2026 election. All terms of this contract must be completed before the Board decides whether to move forward with any ballot recommendations made by the Proposer.

### **2.3. Compensation**

In return for the performance of the Services, the District will pay the Proposer an amount over the course of up to two lump sums.

### **2.4. Work Product Ownership**

All finished and unfinished documents, materials, and any other work product produced or procured pursuant to this RFP, including all intellectual property rights, will become the District's property upon creation and the Proposer will be required to deliver any such documents, materials, and work product upon the District's request but not later than thirty (30) days after the term of the contract.

## **3. INSTRUCTIONS TO PROPOSERS**

### **3.1. Proposer Qualifications**

The District does not intend to restrict the type of entity that may submit a proposal. However, Proposers must be qualified to perform and have sufficient resources to accomplish the Services. To be qualified to perform the Services, the Proposers must be capable of providing experienced, qualified, and the ability to deliver the Services that are required in connection with the Services described herein, and as prescribed by the District during the contract.

The Proposer must be the legal entity that will execute the contract with the District.

Proposers shall outline the qualifications of their team, and their personnel, in accordance with the requirements of Section 3.2.

### **3.2. Contents of a Proposal**

Proposers shall submit a proposal that includes the following items:

- a. company profile and relevant experience in campaign engagement or community organizing platforms;
- b. project approach and technical methodology;
- c. timeline and proposed work plan;
- d. cost proposal, including all anticipated expenses;
- e. examples of previous related work;
- f. references from at least two comparable projects; and
- g. a list of proposed personnel who will perform the Services, including their resumes.

If Proposer is using a subcontractor(s), the Proposer must disclose the subcontractor company information (company name, address, contact name, email, and phone number) with its proposal as well as a list of any subcontractor personnel who will perform the services and their resumes.

The proposal cannot exceed five (5) pages, excluding resumes. The District reserves the right to declare as non-responsive and reject any proposal in which information was requested and was not furnished or when a direct or complete answer was not provided.

### **3.3. Submission of a Proposal**

All proposals must be submitted in accordance with this RFP. One copy of the completed and signed proposal shall be submitted either to Ashica.Smith@FrprdDistrict.com or through BidNet prior to the deadline identified in Section 1.3. The proposal must be signed by a person who has legal authority to bind the Proposer in contractual matters with the District. The proposal must also contain the Proposer's contact information.

All proposals must be a searchable PDF. Use of bookmarks and hyperlinked tables of contents are encouraged. The Proposer must provide the password to any password-protected electronic files.

The District will accept only one proposal from each Proposer for the Services.

### **3.4. Proposer's Questions**

Proposers may submit questions regarding any aspect of the RFP in accordance with this Section. Questions shall be submitted to Ashica.Smith@FrprdDistrict.com All questions must be submitted by an authorized representative of the Proposer prior to the submission deadline identified in Section 1.3. The District will not consider or respond to any questions if submitted in any other manner.

Following submission of questions, requests, and comments, the District, in its discretion, may (i) provide written responses, which will be for informational purposes only and shall not modify the terms, conditions, or requirements of this RFP, and/or (ii) revise this RFP through an addendum.

Proposers may only rely on revisions made to this RFP (whether in response to Proposers' questions or otherwise) if issued as an addendum. Written responses that are included in an addendum do not constitute revisions for such purposes.

The District does not guarantee that all questions, requests, and comments will be addressed. The District may rephrase, consolidate, or otherwise modify questions and requests, in its discretion, and may provide clarifications or addenda independent of Proposers' questions.

### **3.5. Evaluation of Proposals**

Proposals will primarily be evaluated based on:

- a. demonstrated understanding of project goals;
- b. technical capability and creative approach;
- c. user experience design and accessibility;
- d. data management and reporting capacity;
- e. cost-effectiveness and value; and
- f. relevant experience and past performance.

## **4. MISCELLANEOUS**

### **4.1. Compliance with Law**

The Proposer's proposal in response to this RFP and the Proposer's implementation of the Services must be in accordance with all applicable federal, state, and local laws, statutes, ordinances, orders, rules, regulations, and policies. The Proposer understands and acknowledges that the District, its Board, and

employees are subject to Colorado’s Fair Campaign Practices Act, the Colorado Constitution’s Taxpayer’s Bill of Rights, the Uniform Election Code of 1992, and the Colorado Open Records Act, and by submitting a proposal agrees that its response to this RFP and any potential performance of the Services or any related activities must comply, or support the District, its Board, and employees in complying, with these laws. The Proposer also understands and acknowledges that the District may specify legal requirements in a contract depending on the source of funds used to compensate the Proposer.

**4.2. Compliance with Specifications and Scope of Work**

All Proposers, by submission of a proposal, agree to comply with all the conditions, requirements, and specifications of this RFP, as stated or implied in this RFP.

**4.3. Cost of Proposal Preparation**

The District will not reimburse Proposers for costs incurred for preparation of proposals.

**4.4. Materials Submitted**

All materials submitted become the property of the District and will not be returned to the Proposer.

**4.5. Reimbursement**

The District will not reimburse Proposers for costs incurred in preparing a Proposal.

**4.6. Notification of Decision**

The District will notify the successful Proposer, if any, by sending a notice of intent to award, which is subject to District approval. Following the District’s approval, the District will initiate contracting process. The District will notify unsuccessful Proposers in writing of exclusion from award.

**4.7. Non-Reliance**

The District does not:

- a. make (and will not be deemed to have made) any representation, warranty, or guaranty as to the accuracy, completeness, utility, or relevance of any information or materials provided in this RFP or otherwise in connection with the procurement and the contract;
- b. have (and will not be deemed to have) any obligation to update any such information or materials, the contents of which may reflect information available as of the date that it was prepared or as of such other date indicated therein; and
- c. retain responsibility or liability (and will not be deemed to retain such responsibility or liability) for any lack of accuracy, completeness, utility, or relevance of, or for any interpretation of or conclusions drawn from, any such information and materials.

**4.8. No Collusion**

Notwithstanding any other provision of this RFP, the sharing of information or engagement in collusion between or among Proposers, Proposers’ personnel, or subcontractors included in a proposal, is strictly prohibited and may result in disqualification at the District’s discretion.

#### 4.9. Prohibitions

Any individual who is or was an employee of the District and was involved in the development of this RFP or any other documents directly relating to the procurement is precluded from participating with a Proposer team.

#### 4.10. District's Reserved Rights

The District reserves the right, in its discretion, to cancel, modify, or withdraw this RFP, in whole or in part, or any part of the contemplated procurement process to comply with law or to address the best interests of the District. Further, the District reserves the right, in its discretion and without incurring any cost, obligations, or liabilities, to do any of the following, at any time, during the procurement:

- a. reject any proposal that does not conform with the requirements set forth in this RFP or any proposal submitted after the date and time specified in this RFP;
- b. withdraw or cancel this RFP in whole or in part at any time;
- c. issue a new RFP;
- d. reject any proposal or all proposals;
- e. reject the proposal of any Proposer who has previously failed to perform competently in any prior business relationship with the District or any of its member communities;
- f. modify any dates and times set or projected in this RFP;
- g. issue addenda or other supplements or modifications to this RFP at any time;
- h. disqualify a Proposer if (i) a conflict of interest arises that cannot be resolved to the satisfaction of the District, or (ii) its conduct fails to conform to the requirements of this RFP;
- i. waive minor informalities, irregularities, omissions, nonconformities, deficiencies, discrepancies, and apparent clerical mistakes in a proposal; accept and review a non-conforming proposal or seek clarifications or modifications to a proposal; or permit corrections, addenda, supplements and other modifications to a proposal, in each case, until such time as the District declares that a particular stage or phase of its review of the submissions pursuant to this RFP is complete and closed;
- j. ask questions related to the proposal and require clarification or confirmation of any information furnished by a Proposer;
- k. seek the assistance of outside technical experts and consultants to support the District's evaluations;
- l. take any information, regardless of source, the District deems relevant into consideration;
- m. award a contract to a Proposer for some, but not all, of the Services;
- n. request restructuring of Proposer teams, if applicable, prior to contract execution;
- o. publish the Proposer's name and any of its personnel, team members, subcontractors, and advisors; and
- p. exercise any other right reserved or afforded to the District under applicable law.

**4.11. District’s Disclaimers**

- a. This RFP and the District’s receipt of a proposal from any Proposer shall not in any way, obligate the District, its Board of Directors, or any member community to enter into an agreement, or any other contract of any kind with any prospective Proposer.
- b. In no event shall the District be bound by, or liable for, any obligations with respect to the Services until such time (if at all) the District has authorized and executed a contract with a Proposer and only to the extent set forth therein.
- c. Neither the District nor any of its directors, officers, agents, consultants, or any of their respective employees shall be charged with any liability by any Proposer or other person or held liable to any Proposer or other person under any term or provision of this RFP or any statements made herein or because of the submission or attempted submission of a proposal or other response hereto. By submitting a proposal, each Proposer expressly waives any right it may have to bring a claim against the District or any of its commissioners, officers, agents, consultants, or employees thereof for any such liability.

By submitting a proposal in response to this RFP, each Proposer acknowledges each part of this RFP, including the District’s reserved rights and disclaimers listed above.

**Front Range Passenger Rail District**

By: \_\_\_\_\_

Sal Pace

General Manager

## EXHIBIT 1. SCOPE OF SERVICES

### Project Overview and Objectives

The goal of this project is to create an interactive digital platform easily accessible on the web and mobile device that enables supporters to take meaningful, trackable actions that help expand the movement for Front Range Passenger Rail. The platform should make it easy and rewarding for advocates to:

- Share campaign content on social media and with personal networks
- Invite friends and neighbors to participate in events and discussions
- Attend virtual and in-person townhalls
- Track their individual and collective impact in real time

The platform will serve as both a volunteer hub and a community-building tool, providing supporters with a sense of belonging, purpose, and recognition for their contributions.

### Scope of Services

The selected Consultant will be responsible for the design, development, and implementation of a web and social media-based “Friends of Front Range Rail” supporters portal, including:

#### A. Friends of Front Range Rail Dashboard

- Create an engaging dashboard page for registered “Friends” supporters
- Provide tools for users to:
  - Post and share content
  - Log outreach activities (friend invitations, social shares, event participation)
  - Host or co-host local events
- Include a points-based rewards or recognition system, allowing the District to offer incentives such as merchandise, event access, or public recognition

#### B. Analytics and Reporting

- Integrate data collection and reporting capabilities to track supporter engagement, volunteer activity, and reach
- Include dashboard metrics for District staff to evaluate participation across regions and activities


### Timeline

The District aims to have the platform live and ready for onboarding before January 2026, aligning with the first wave of community townhalls (January–April 2026).

Key milestones may include:

- RFP award and kickoff: as early as November 15, 2025
- Design and prototype delivery: December 7, 2025
- Beta testing and feedback period: December 14, 2025
- Public launch: January 1, 2026

**Deliverables**

- Fully functional web-based platform (including mobile responsive)
- User registration and engagement dashboard for Friends supporters
- Administrative and analytics tools for campaign management
- Training materials and documentation for District  staff

**EXHIBIT 2. FORM OF CONTRACT**

[See  attached]