

WILMAPCO Council:

REQUEST FOR PROPOSALS

WILMAPCO Council:

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Chief Executive Officer*

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Mayor of Wilmington

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WILMAPCO Executive Director
Tigist Zegeye

Public Involvement Strategy for the 2050 Regional Transportation Plan Update

I. INTRODUCTION

A. General

The Wilmington Area Planning Council (WILMAPCO) is soliciting proposals from qualified firms, or groups of firms, to strengthen its ongoing public involvement process with innovative outreach strategies and tools for the 2050 Regional Transportation Plan (RTP) Update. Proposals must be prepared and submitted in accordance with the goals, requirements, format, and guidelines presented in this RFP document.

WILMAPCO is the designated Metropolitan Planning Organization (MPO) for New Castle County, Delaware and Cecil County, Maryland. As such, WILMAPCO has responsibility and oversight for all federally funded surface transportation planning activities in the region.

B. Submission

Proposals are to be received no later than **4:00 P.M. on May 4, 2018**. WILMAPCO shall not be held responsible for timeliness of mail or messenger delivery.

II. SCOPE OF WORK

A. Background

Public involvement is a critical component in the development of any Regional Transportation Plan. It is prescribed as part of WILMAPCO's Public Participation Plan, located at: <http://www.wilmapco.org/ppp/>. WILMAPCO's typical RTP outreach includes: a telephone public opinion survey; presentations to member agencies, municipalities, and civic organizations; a large public forum; smaller public workshops at key stages during RTP development; and a public outreach collaboration with New Castle County for both the RTP and the County's Comprehensive Plan Update, which the RTP is the transportation element of. This proposal seeks a qualified consultant to strengthen WILMAPCO's ongoing public involvement process with innovative outreach strategies that seek to go beyond the vocal few with particular attention paid to those who are traditionally unserved by transportation decision-making.



B. Project Goal

WILMAPCO is conducting an update to the Regional Transportation Plan and wants a robust and inclusive public outreach process to feed the RTP development process. Details of WILMAPCO's RTP can be found here: <http://www.wilmapco.org/rtp/>.

The primary objective is to develop an outreach strategy that will strengthen WILMAPCO's ability to reach out to, communicate with, and hear input from the public including both traditional and nontraditional audiences. The public is to consider and communicate their vision of, and preferences for, their transportation system. Public input will influence the RTP's mix of goals, objectives, and actions.

We invite proposers to offer an outreach strategy that meets our needs, using their professional judgment in offering best practices in public outreach. Proposers should utilize the latest in technology and visualization techniques to increase public involvement using methods that have a proven history of success.

C. Content

Task 1: Strengthen WILMAPCO's Ongoing Public Involvement Process with outreach strategies and tools for the 2050 Regional Transportation Plan Update. The consultant will work with WILMAPCO staff and Public Advisory Committee (PAC) to develop strategies and techniques to increase public involvement and outreach for the 2050 Regional Transportation Plan (RTP) Update. Public outreach strategies should optimize the use of WILMAPCO staff resources.

Task 1 Deliverables

- 1.1. Outreach Strategy:** The consultant must develop a strategy for comprehensive public outreach throughout the development of the RTP (see RTP development schedule on the following page) to ensure that stakeholders, elected officials, and interested members of the community have ample opportunity to understand and provide meaningful input into the region's transportation planning process. A major goal of the public outreach effort is to reach out to nontraditional as well as traditional audiences to include them in the transportation planning process. The strategy should reflect best practices for public outreach with particular attention to social justice populations, including Hispanic, low literary, low income, minority, transit-dependent, and other groups traditionally underserved by transportation planning activities.
- 1.2. Meetings, Events and Web:** The consultant will develop high quality content for meetings, events, and website usage. This includes display boards, presentations, flyers, postcards, logos, and other graphics and materials.
- 1.3. Public Outreach Chapter:** The consultant will deliver a chapter of the RTP that details the outreach effort employed and summarizes the results of the input. This should include a summary of all the public comments received and responses.

2050 Regional Transportation Plan (RTP) and FY 2020-2023 Transportation Improvement Program (TIP) Development Process		2018												2019				
Status	Tasks	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	Review 2040 RTP accomplishments and results to identify data and analysis needs and areas where we are falling short of our regional goals and objectives, and report on this in <i>Regional Progress Report</i>			C	T	C												
	Develop draft project list		T	C				T/C	T	C								
	Workshop on draft goals, project list																	
	Begin conformity analysis								AQ									
	2050 demographic projections updated, 2018 series					T		C	T	C								
	Conduct technical assessment and agency coordination to draft RTP for mobility, livability, air quality, environmental and financial reasonableness							T	T	T								
	Develop and assess land use and transportation scenarios							T	T	C								
	Conduct Public Opinion Survey to analyze public perception of goals and strategies in RTP and transportation needs																	
	Workshop on technical assessment and scenarios																	
	Air Quality Conformity Determination completed for RTP and TIP									AQ/T	C							
	Outreach to civic organizations, member agencies, counties & municipalities																	
	Develop RTP draft. Conduct public review through meetings, presentations and public workshops									C	P/T	C	P/T					
	Develop 2020-23 TIP draft document.												P/T	C				
	Based on Public Outreach meetings, comments & technical assessment, refine draft. Release draft RTP and TIP for official comment period from 1/14 - 3/6.												P/T	C				
	Review public comments with Council and revise as needed													C				
	Our Town/RTP/Joint WILMAPCO and DeIDOT TIP Public Workshop														P			
	Public Advisory Committee recommendation to Council															T		
	Technical Advisory Committee recommendation to Council																	
	WILMAPCO Council Adopts the 2050 RTP and TIP															C		
	Submit Final RTP to FTA and FHWA																	
	FTA and FHWA Review																	

SUBMISSION REQUIREMENTS

The Consultant shall submit seven (7) bound copies of a Proposal/Statement of Qualifications and one (1) unbound or electronic copy for purposes of sharing with WILMAPCO staff. Receipt of insufficient copies of the Proposal or not providing the required information in the desired format may result in elimination from the selection process. The submission shall include the following and provide a table of contents indicating where the required information is located in the submission package:

- Identification of the consultant's project manager and a description of this person's experience with similar projects. The project manager may not change during the project without written permission from WILMAPCO.
- A description of qualifications and experience for each individual and firm participating in the project team, including an organization chart showing the relationship of each individual to the overall project work plan.
- Three current references (more recent than three years) for each individual and/or firm that will have significant and specific responsibility for this project.
- A Technical Proposal that demonstrates an understanding of the project, describes the proposed approach and lists the proposed reports and products. This is limited to ten (10) pages.
- A proposed level of effort delineating the staff assigned with title, hours and hourly rate for each task. The full cost of the proposal should also be included.
- A proposed schedule showing the time line for each task including milestones and significant meetings or reviews.
- A written statement that all terms and conditions contained in this RFP are accepted by the consultant.
- A statement that the consultant will comply with Title VI of the Civil Rights Act of 1964, to the end that no person in the United States shall, on the grounds of race, color, national origin, sex, disability or age, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination.
- A declaration that the consultant is an Equal Opportunity Employer and does not discriminate in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation or marital status.
- The consultant shall comply with Federal Transit Administration regulations surrounding Lower Tier Covered Transactions. For contracts over \$25,000, WILMAPCO will complete a search of the excluded parties listing system to ensure that the organization is not debarred or suspended from federally assisted contracts. More information regarding WILMAPCO's contract clauses can be

found on this website: www.fta.dot.gov/12831_6195.html

- The consultant shall accept all applicable Federal Highway Administration (FHWA) requirements. These requirements can be found within the WILMAPCO Title VI/Nondiscrimination Assurance Statement, available electronically at: www.wilmapco.org/titlevi.
- Identification of the contact person during the selection phase, including the name, address, telephone numbers and email address. This contact must be available during normal business hours.

WILMAPCO will also consider:

- Creativity in identifying planning approaches and solutions to land use and transportation problems and in presenting plans to policy makers and the public.
- The extent to which Disadvantaged Business Enterprises are used (any firm wishing to be recognized as DBE must provide documentation such as official DBE certification.)

EVALUATION AND SELECTION

WILMAPCO may select a short list of at least two firms who may be invited to make a presentation regarding their team and approach. The initial qualifications-based selection will be made by evaluating the proposal using these criteria:

Clarity, readability and presentation of material, including writing style	25%
Project understanding and approach as displayed in the project proposal and the interview	35%
Relevant experience, team leadership and team capabilities	35%
References and supporting information	5%

Only consultants who supply complete information will be considered for evaluation. We will base the final decision on materials submitted, the presentation, and/or contacts with references.

SUBMISSION DATES, ADDRESS AND CONDITIONS

The deadline for proposals is **4:00 P.M. on May 4, 2018** at the WILMAPCO offices. Proposals received after this time and date will not be accepted nor considered. We will not accept faxed applications. Tentatively, we will interview finalists during the week of **May 14th**.

Seven (7) bound copies and one (1) unbound or electronic copy must be mailed or hand delivered to:

WILMAPCO
850 Library Avenue, Suite 100
Newark, DE 19711
ATTN: Randi Novakoff, Outreach Manager

The selected firm(s) will assume sole responsibility for completion of the tasks required by this RFP.

All work may be reviewed periodically by an advisory committee and other groups.

All statements become part of the public file on this matter, without obligation to WILMAPCO. However, offerors may identify those portions of their proposals that they deem confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed.

WILMAPCO reserves the right to reject any or all RFP responses.

WILMAPCO is not liable for any cost incurred by the consultant in preparation or presentation of the proposal.

For additional information:

Contact: Randi Novakoff, Outreach Manager
Phone: (302) 737-6205 Ext. 111
E-mail: rnovakoff@wilmapco.org