

# Government of the District of Columbia

## Department of Transportation



### **d. Office of Contracting and Procurement**

## **7DISTRICT ARCHITECT AND ENGINEER (“A/E”) SCHEDULE TASK ORDER (“TO”) SOLICITATION**

**Date:** June 20, 2018  
**Title:** District TDM – goDCgo  
**Category of Services:** Category K – Public  
Participation & Partnering

**Solicitation Number:** OCPTO170058

### **1. INTRODUCTION AND BACKGROUND**

goDCgo, the District of Columbia, Department of Transportation’s (DDOT’s) transportation demand management (TDM) program, is responsible for promoting the use of all sustainable transportation modes in the city through a coordinated, multi-faceted program. goDCgo’s programming aims to reduce the number of drive-alone trips in Washington, encouraging commuters, residents, and visitors to the District to instead utilize biking, walking, carpooling, teleworking, and public transit.

In 2010, DDOT established goDCgo, an initiative intended to serve as the District’s TDM program. During the program’s first year, as goDCgo sought to establish itself as a brand while building strong relationships with partners and the city’s business community, initial staff time and funding was split between employer outreach, the launch of Capital Bikeshare along with Arlington County, the program’s website, and partner support.

goDCgo’s second and third years saw the evolution and expansion of the Employer Services program, continued website promotion, email and social media marketing, and the beginning of Capital Bikeshare corporate sales. The program also engaged in more community outreach and tracked progress through an online dashboard system. By goDCgo’s fourth year, the program had introduced a Residential Services program to offer sustainable transportation programs and strategies to property managers, building owners, and residential tenants.

As goDCgo entered its fifth year, its activities expanded to include marketing for the DC Circulator, DDOT’s high frequency, local circulator bus service. Most recently, the Sustainable DC Omnibus Amendment Act of 2014, which requires District businesses with 20 or more employees to offer commuter transit benefits, has placed employer services at the forefront of goDCgo’s agenda.

Since its inception, goDCgo has evolved into a comprehensive, integrated TDM program that provides employees, residents, and visitors with the information and assistance they need to make informed choices about traveling in the District. Today, the program offers travel information, marketing for Capital Bikeshare, DC Circulator, Employer Services, Residential Services, and Tourism and Event services.

## **2. TASK ORDER COMPETITION**

The District is soliciting qualifications from five (5) firms awarded an A/E schedule containing Category K – Public Participation and Partnering including the provisions of the A/E contract. One Firm-Fixed-Priced TO award is anticipated. The five firms are:

- AECOM;
- Alta Planning + Design;
- Foursquare ITP;
- Kimley-Horn and Associates; and
- WSP | Parsons.

## **3. APPLICABLE DOCUMENTS INCORPORATED BY REFERENCE**

- Consultant’s respective IDIQ Contract terms and clauses
- The manual and guides listed below:
  - Attachment 1: Council of Governments Employer Participation Levels
  - Attachment 2: Residential Participation Levels
  - Attachment 3: Hotel and Hospitality Participation Levels

All District of Columbia, Department of Transportation (“DDOT”) and Federal Highway Administration (“FHWA”) requirements and regulations apply. All design work will comply with current design practices and code requirements of the District of Columbia, Department of Transportation (“DDOT”), Federal Highway Administration (“FHWA”) and as well as the following:

1. DDOT Standard Specifications for Highways and Structures, issued by District of Columbia Department of Transportation, 2013  
[https://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/DDOT\\_StandardSpecificationsHighwaysStructures\\_2013.pdf](https://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/DDOT_StandardSpecificationsHighwaysStructures_2013.pdf)
2. District of Columbia Department of Transportation - Design and Engineering Manual, 2017  
[https://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/2017-06-30\\_DDOT\\_DEM.pdf](https://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/2017-06-30_DDOT_DEM.pdf)
3. District of Columbia Streetlight Policy and Design Guidelines, 2013  
<https://comp.ddot.dc.gov/Documents/Streetlight%20Policy%20and%20Design%20Guidelines.pdf>
4. District of Columbia Department of Transportation- Standard Drawings 2015-  
<https://ddot.dc.gov/page/standard-drawings-2015>

#### **4. DISADVANTAGED BUSINESS ENTERPRISE GOAL**

In accordance with 49 CFR Part 26, the DBE goal for this Task Order is 12%.

#### **5. TASK ORDER SPECIAL PROVISIONS**

**5.1** The following provision flows down from the Consultant's A/E schedule IDIQ contract and is applicable to this task order.

##### **F.2 OPTION TO EXTEND THE TERM OF THE CONTRACT**

**F.2.1** The District may extend the term of this contract for a period of two one-year option periods, or successive fractions thereof, by written notice to the Contractor before the expiration of the contract; provided that the District will give the Contractor a preliminary written notice of its intent to extend at least 30 days before the contract expires. The preliminary notice does not commit the District to an extension. The exercise of this option is subject to the availability of funds at the time of the exercise of this option. The Contractor may waive the 30 day preliminary notice requirement by providing a written waiver to the Contracting Officer prior to expiration of the contract.

**F.2.2** If the District exercises this option, then the extended contract shall be deemed to include this option provision.

**F.2.3** The total duration of this contract, including the exercise of any options under this clause, shall not exceed 3 years.

**F.2.4** DDOT will review the required deliverables as outlined in section 6 ("Scope of Work") to determine if each option exercise is in the best interest of the District.

**5.2** The following provision differs from the Consultant's A/E schedule IDIQ contract and applies to this TO:

**G.2.1 INVOICE SUBMITTAL:** The Consultant shall submit proper invoices on a monthly basis or as otherwise pre-approved in writing by the CA. Invoices shall be prepared in duplicate and submitted via U.S. mail, or hand delivered. Envelopes must be clearly marked "Invoice" and include the name of the CA. The address is:

DDOT Customer Service  
DDOT Front Desk  
55 M Street, SE, 4th Floor  
Washington, DC 20003

## 6. SCOPE OF WORK (“SOW”)

The consulting firm, hereinafter referred to as “Consultant”, shall provide for DDOT public participation and partnering services for the District transportation demand management program, goDCgo. The tasks within the scope of work shall be accomplished by the Consultant in coordination with DDOT.

### **goDCgo Overview**

A comprehensive resource for information and promotion of transportation options, goDCgo is responsible for promoting the use of all sustainable transportation modes in the city through marketing and outreach. goDCgo’s programming aims to reduce the number of drive-alone trips in Washington, DC; encouraging commuters, residents, and visitors to the District to instead utilize biking including bikeshare, walking, carpooling, teleworking, and public transit; and work directly with employers, hotels, event organizers, large institutions such as hospitals and universities, and residential properties to ensure the adoption of transportation benefits and amenities by stakeholders, gatekeepers, citizens, and visitors.

### **Definition of Transportation Demand Management (TDM)**

The Federal Highway Administration (FHWA) defines Transportation demand management (TDM), or simply demand management, as a set of strategies aimed at maximizing traveler choices. Traditionally, TDM has been narrowly defined as commuter ridesharing and its planning application restricted to air quality mitigation (conformity analysis), development mitigation (reducing trip generation rates and parking needs), or efforts to increase multi-modalism in transportation plans. A more contemporary definition of TDM consists of maximizing travel choices including biking and walking, as stated in the definition provided in an FHWA report on TDM:

*Managing demand is about providing travelers, regardless of whether they drive alone, with travel choices, such as work location, route, time of travel and mode. In the broadest sense, demand management is defined as providing travelers with effective choices to improve travel reliability.<sup>1</sup>*

While transportation systems management and operations is an umbrella term for a set of strategies that includes transportation demand management, it is helpful to focus on specific needs for integrating TDM into existing activities that are carried out under the transportation planning process by States, metropolitan planning organizations, and local agencies. TDM can be effectively integrated into the planning processes at all levels using an objectives-driven, performance-based approach that includes a process for setting specific, measurable objectives for TDM.

### **6.1. Employer Services**

Employer Services focuses on working with companies, associations and government agencies in the District to implement and improve existing transportation benefits

---

<sup>1</sup> FHWA, Mitigating Traffic Congestion-The Role of Demand-Side Strategies, prepared by ACT, Report No. FHWA-HOP-05-001, October 2004.

programs for their employees. Services include employee commute surveys, customized marketing materials, education and information for employees, implementation of tax benefits, signing employers up for a Capital Bikeshare corporate membership, and ongoing support including events, on-site employer promotions, and attending employer benefit fairs and open enrollment fairs. Staff will host employer webinars, seminars, lunch-and-learn events, and other types of forums to encourage employers to offer and improve their commuter benefits programs. Staff will publish a monthly employer newsletter and explain new requirements such as DC Commuter Benefits Law and Parking Cash-out.

**6.1.1. Provide consultative services and upgrade employers to Level 1, 2, 3, and 4.**

Provide professional customized TDM consultative services to all DC employers to help them implement and enhance transportation benefits programs. *The goal is to increase the number of employers who offer robust commuter benefits programs and upgrade participating companies to Level 3 and Level 4.*

Council of Governments' Employer Participation Levels is a four-tier ranking system with specific TDM measures for each level. An employer's participation level is determined by the types and number of TDM measures that they are participating in or have implemented. Please see Attachment 1 for additional information.

**6.1.2. Assist employers to become compliant with DC Commuter Benefits Law.**

DC Commuter Benefits Law - Manage the education, outreach and communication efforts to employers and employees through in-person meetings, workshops and lunch & learn sessions, and through online and print communications to educate and raise awareness about pre-tax and employer paid transit benefits, and to directly assist employers in becoming compliant with the law. Assist at least 500 employers to become compliant with the DC Commuter Benefits Law and to offer commuter benefits to employees throughout the year; progress will be measured in the monthly reports and annual report.

**6.1.3. Increase the availability and use of telework.**

Develop an understanding of the current availability and use of telework among DC businesses and create targets for the expansion of telework availability and usage. Pursue telework-focused education and outreach to elevate telework provision to the highest level of the Employer Recognition program, an annual awards ceremony to recognize employers who have demonstrated a strong commitment to sustainable transportation.

**6.1.4. Design and produce customized marketing materials.**

Design, print, and produce all customized educational collateral materials, communications pieces, surveys, brochures, fact sheets, services guides, and promotional items to facilitate the awareness of and encouragement of increased usage of transportation options. Update Employer Commuter Benefits Toolkit (a

comprehensive guide that includes information about pre-tax transit and direct employer benefits and how to implement them). Write, design, and print Telework Management Guide (a comprehensive guide for employers to learn about teleworking, including how to develop a telework policy and institute a telework program).

- 6.1.5. Develop and host webinars and other events to promote awareness of sustainable transportation options.** Host 24 annual employer events (and/or webinars and workshops) educating employers on the business benefits and employee benefits of employer sponsored transportation programs. Conduct and attend 16 employer commute events, or transportation fairs, or health benefit fairs; and other related events and provide educational and outreach materials to attendees. Supply transit benefit and transportation information to other noteworthy events in DC and in the region, to promote awareness of goDCgo program offerings.
- 6.1.6. Manage and sell the Capital Bikeshare Corporate Membership program.** Promote and sell Capital Bikeshare Corporate Membership to at least thirty (30) employers. Manage the Capital Bikeshare Corporate Membership Program by managing inquiries, processing orders, providing and tracking membership data for stakeholders, and providing ongoing customer services and outreach throughout the lifecycle of membership. Manage corporate membership accounts payable for past-due accounts.
- 6.1.7. Develop and execute a marketing campaign to grow a bike culture in DC.** Develop and execute a marketing campaign for employers to increase participation in Capital Bikeshare Corporate Membership.
- 6.1.8. Ambassador Awards Recognition Program.** Implement Employer Recognition Program to recognize employers for their excellent transportation programs, host event, and prepare press release.
- 6.1.9. Employer Success Stories.** Highlight employer successes in their implementation of transportation benefit programs by writing quarterly employer success stories (4 success stories total) and promoting in all goDCgo digital channels.
- 6.1.10. Partner with transportation stakeholders and create co-marketing opportunities.** Continue partnership activities with Washington Metropolitan Area Transit Authority (WMATA )to produce co-marketing materials cross-promoting SmartBenefits (WMATA’s free program for employers to allocate monies for commuter benefits) and service offerings of goDCgo, helping employers meet requirements of DC Commuter Benefits Law. Build relationships with third-party benefit administrators such as Wage Works, Edenred, CommuterDirect.com, the Business Improvement Districts (BIDs) and other key stakeholders to increase goDCgo’s influence and reach in the education

and promotion of the DC Commuter Benefits Law. Work with partners and transportation services providers such as WMATA to advocate for, promote, and enhance the availability of information on all transportation options across modal platforms.

**6.1.11. Develop and implement a commuter challenge for employers.** Recruit at least five large and five medium employers to participate in a DC Commuter Benefits Law challenge and to increase employee participation in pre-tax and bike commuter benefits by 5%.

**6.1.12. Maintain and add employer data into Sugar CRM.** Maintain detailed accounts and accurate information for employer contacts in Sugar CRM (a sales software used to track and measure outreach to employers). Enter all employer interactions, current benefit offerings, any changes to transportation benefits and other information pertaining to outreach and marketing of commuter benefits to employers.

**6.1.13. Create and distribute monthly Employer Newsletter geared to the employer audience.** The newsletter needs to contain original, engaging, and useful content that will encourage our audience to participate in and offer commuter benefits programs to employees. DDOT will approve the content before it goes out.

## **6.2. Residential Services**

Further build out a Residential Services program modeled after the successful Employer Services program that focuses on multi-tenant apartment and condo buildings. Goals for the program include working with the property management company and on-site property manager to promote transportation options to tenants, working with DDOTs project review team to ensure that residential properties are implementing TDM incentives and programs at their buildings, and helping property managers to enhance their transportation amenities such as offering bike racks, memberships to bikeshare services and carshare vendors at or near their property.

**6.2.1. Update and manage database.** Identify multi-tenant apartment and condo buildings in the District to build a robust outreach database. Prioritize those with existing TDM requirements in zoning orders.

**6.2.2. Design and produce customized marketing materials.** Design, print, and produce all customized educational collateral materials, communications pieces, surveys, brochures, fact sheets, services guides, and promotional items to facilitate the awareness of and encouragement of increased usage of multimodal transportation options at the residential property level.

**6.2.3. Create a Get Around Guide for client properties.** Create individualized Get Around Guide for each property that includes all transportation options

available to that property's location as well as a map of the nearest bus routes, Circulator bus stops, Metrorail lines and stations, bike lanes, and Capital Bikeshare stations.

- 6.2.4. Provide consultative services and upgrade residential properties to Level 1, 2, 3, and 4.** Begin outreach to residential property managers and condominium Home Owners Associations (HOA's) to help them enhance the building's onsite amenities for their tenants, and provide guidance to enhance onsite amenities for tenants and visitors including bike storage facilities, onsite transit pass sales, and bike racks. Please see Attachment 2 for more information about Residential Participation Levels.
- 6.2.5. Assist with zoning requirements.** At DDOT's direction, assist developers, property management companies, and property managers with implementation of transportation demand management (TDM) measures as required by a site's zoning order.
- 6.2.6. Attend events to promote sustainable transportation options and amenities to tenants.** Arrange for and conduct multi-tenant lobby visits to promote transportation options to tenants including Capital Bikeshare, WMATA, and rideshare services.
- 6.2.7. Develop partnerships and attend stakeholder meetings.** Coordinate and attend property management, HOA meetings, condo association meetings, and BID meetings to promote the use of transportation options in the neighborhood and surrounding areas.
- 6.2.8. Write residential success stories.** Write four quarterly success stories highlighting residential properties. Promote in all goDCgo digital channels.
- 6.2.9. Ambassador Awards Recognition Program.** Implement Residential Ambassador Recognition Program to recognize properties for their excellent transportation programs.
- 6.2.10. Write and distribute monthly newsletter.** Create and distribute monthly Residential newsletter to property managers, concierges, developers, and others in the residential/development industry.
- 6.2.11. Update TDM menu for Project Review.** Update existing TDM menu (a menu of TDM measures to promote sustainable transportation options and amenities in multifamily residential buildings and to mitigate impacts of new development projects in Washington, DC) with updated standards in DDOT's engineering manual and further define TDM measures and requirements for major land uses (residential, commercial, retail, etc.).



### **6.3. Website Development, Maintenance, and Digital Communications**

Information about commuter information, blog, calendar, goDCgo interactive map and other vital program components are located on one website that is managed through WordPress. The consultant will maintain, manage, and regularly update the goDCgo website at <https://goDCgo.com>, manage social media accounts, and promote the goDCgo brand, and assist with other District-owned or operated transportation-related websites as needed.

- 6.3.1. Create, curate, update, and publish all content on goDCgo.com and social media channels.** Create, curate, and publish all content on goDCgo.com and goDCgo's social media channels (Facebook, Twitter, and LinkedIn). Publish content updates for Truck and Bus map upon request from DDOT. Manage content/editorial calendar for all digital communications channels for goDCgo and Capital Bikeshare.
- 6.3.2. Implement phase two of goDCgo website redesign.** Implement necessary changes to goDCgo.com to improve functionality and user friendliness. Update the goDCgo Interactive Map to create a one-stop shop portal for info on transportation options in the District, redesign some modules and pages to further improve user friendliness, improve search function on the website. The scope and extent of changes are to be determined with DDOT and the CA will pre-approve in writing any expenses.
- 6.3.3. Connect with local influencers and write occasional press releases about programs.** Interact and connect with key reporters/ bloggers/ influencers to drive conversations on all digital channels and build brand awareness, track and monitor news stories relevant to goDCgo / active transportation and share on our channels. Share contacts with DDOT's communication office to add to their media distribution list. Write press releases about goDCgo's programs, events, campaigns, etc. and submit to DDOT PIO for distribution to the media as needed.
- 6.3.4. Manage systems and necessary software.** Manage monthly web hosting service provider for goDCgo.com website, monitor for continuity, functionality, and latency issues. Manage email marketing service software, track and regularly update subscriber database, monitor and analyze results of email campaigns.
- 6.3.5. Create and distribute monthly goDCgo newsletter geared to the commuter audience.** The newsletter needs to contain original, engaging, and useful content that will encourage our audience to change their travel behavior to more sustainable modes. Contractor may also be requested to contribute content, graphics, or other services for other District transportation-related newsletters.

### **6.4. TDM Promotion, Education, and Outreach**

The goDCgo program is responsible for promoting the use of all sustainable transportation modes in the District. The consultant will create important outreach

and educational collateral such as the DC Bike Map 2019 to promote sustainable transportation options in the District, develop partnerships to increase awareness of goDCgo's brand and complimentary services, and execute marketing campaigns to increase participation in commuter benefits and uptake in sustainable transportation modes (biking, walking, taking transit, teleworking, carpooling, etc.).

- 6.4.1. Develop work plan and marketing strategies.** Work with DDOT to identify and develop strategies from the TDM Strategic Plan. Develop goDCgo Marketing Plan and Work Plan.
- 6.4.2. Design and produce ad campaign to increase awareness and ridership among tourists to the region;** utilize paid advertising resources to grow tourist awareness, increase partnerships with NPS National Mall staff and volunteers, and reduce barriers to entry for visitors at Capital Bikeshare stations.
- 6.4.3. Update and print Washington, DC Bike Map 2019.** Gather map updates from DDOT staff, update cartography, update bike map design, print new map, and develop a regional distribute plan and distribute bike maps.
- 6.4.4. Develop and maintain partnerships.** Maintain partnerships with Business Improvement Districts (BIDs) and industry partners such as Zipcar, car2go, Enterprise Rideshare, etc.
- 6.4.5. Support and promote TDM events.** Promote Bike to Work Day and support DC pit stops with giveaways, promote Car-Free Day, Parking Day, and partner with the National Cherry Blossom Festival, Anacostia River Festival, and other events in the city to raise participation in and awareness of sustainable transportation options in the District.
- 6.4.6. Organize photoshoot to capture diversity of DC population and available transportation modes.** Photoshoot of individuals using DC public transit and other modes of transportation and TDM strategies (including Metrorail, Metrobus, Circulator, biking, walking, vanpooling, carpooling, teleworking, and flexible work schedule) to be used in goDCgo website, goDCgo newsletters and collateral.
- 6.4.7. Create and execute a marketing campaign to build on bike culture in District.** Develop a marketing campaign and create collateral pieces such as fact sheets and graphics about biking to raise awareness about the city's growing bike culture (bike lanes, trails, bike-friendly score, bike laws, etc.), education on bikesharing, and increase in bike commuting.
- 6.4.8. Purchase goDCgo swag.** Purchase goDCgo swag for events and promotions.

**6.4.9. Design, print, put up maps and PSAs.** Design, print, and coordinate posting of three to five different PSAs to draw attention to important and relevant issues and milestones related to transportation options in the District.

**6.4.10. Update goDCgo map for Get Around Guides.** goDCgo uses a high resolution pdf map containing all transportation options to furnish Get Around Guides (a quick overview of transportation options for a specific location) for employer, residential, and hotel clients. The map needs to be updated to include a more user-friendly and easy to read design, an updated legend with relevant modes including carsharing, bikesharing, scooters, Metrorail, slugging, etc. The map should have a similar look and feel as the DC Bike Map and goDCgo Interactive Map.

## **6.5. Equity Program**

In March 2016, DDOT launched the Community Partners Program to promote sustainable transportation options in underserved communities across the District. The current program partners with local nonprofits and social services organizations to provide discounted access to DDOT-owned transportation services to low-income individuals. During the first two years, the program has offered a \$5 annual Capital Bikeshare membership to low-income individuals and would like to explore additional options and services to expand access to and affordability of transportation options in the District. The consultant will conduct outreach to low-income and underrepresented neighborhoods and populations. The consultant will provide marketing expertise to recruit community organizations to join the program, organize and host community events to promote the discounted membership, foster relationships with stakeholder groups, and design and distribute collateral pieces.

**6.5.1. Develop a plan to guide the work.** Develop a marketing and outreach plan that identifies potential partners, ways to increase the number of low-income and/ or minority members within and outside of the community partner program framework. (Explore possibility of adding subsidized transit benefits such as the \$5 Capital Bikeshare membership as a public benefit to be distributed to residents who qualify for public assistance.)

**6.5.2. Coordinate printing and distribution of multi-language materials.** Print and supply up to five (5) non-English collateral pieces (languages consistent with Title VI requirements); includes new member materials in Spanish.

**6.5.3. Compose and send out monthly newsletter.** Write a monthly "peer-to-peer" e-newsletter for the Community Partners program organizations and prospects, sharing best practices and promoting collaboration among Community Partners, DDOT and other jurisdictions.

- 6.5.4. Conduct outreach and best practices review.** Manage direct outreach to current and potential community partners and conduct best practices research to share what partners are doing to successfully promote the program to their clients.
- 6.5.5. Create messaging and awareness of changes to transit options.** Conduct outreach and create messaging related to sustainable transportation options, promoting existing and new transit infrastructure and options, and installation or relocation of DDOT transportation assets such as bikeshare stations in Wards 7 and 8.
- 6.5.6. Expand equity focused program.** Identify and execute 50 outreach events for brand ambassadors to promote sustainable transportation options to diverse neighborhoods, low-income and underserved areas.
- 6.5.7. Manage outreach team.** Coordinate and manage street team to staff events and promote transportation options in underserved communities and neighborhoods. The outreach team will also conduct outreach on a regular basis in other wards to recruit new members.
- 6.5.8. Track enrollment and participation.** Track and monitor Community Partners Program enrollment for subsidized bikeshare memberships via importing information in designated database.
- 6.5.9. Provide support to partners.** Implement outreach training for equity programs and partners to help them implement sustainable transportation options and programs.
- 6.5.10. Manage communication and grow awareness of equity program.** Foster relationships and regular communication with stakeholder groups such as nonprofit community organizations, park staff, Business Improvement Districts, local government agencies, etc. to collaborate on promoting equity program initiatives.

## **6.6. Travel and Tourism Sector Outreach**

Over 20 million tourists visit the District every year. We can reduce their impact on the transportation system by promoting the use of all sustainable transportation modes in the District. Hotels and event organizers have access to this large visitor audience and are a great channel to reach visitors as well as residents who are attending large events in the District.

- 6.6.1. Provide consultative services and upgrade hotels and tourism sector clients to Level 1, 2, 3, and 4.** Provide outreach to hospitality properties, including consultative sales meetings with front office, concierge, sales and marketing staff about transportation options for guests/visitors. Work with large-scale events to encourage adoption of TDM strategies/ programs like bike valet/

Capital Bikeshare corrals, SmarTrip cards (WMATA fare card), and Capital Bikeshare 24 hour passes. Please see Attachment 3 for more info about Residential Participation Levels.

- 6.6.2. Develop partnerships and provide transit information.** Identify and initiate relationships with key travel/tourism partners to integrate DC transportation options with their promotion materials and activities. Provide public transit information to travel/tourism entities and promote transportation options on all goDCgo digital channels.
- 6.6.3. Write and distribute monthly newsletter.** Create and distribute monthly Destinations newsletter to hotel and travel tourism industry in the District.
- 6.6.4. Fulfill brochure requests.** Fulfill client brochure requests (DC bike maps, Circulator brochures, etc.) including placing orders for items, arranging delivery and following up to ensure client satisfaction.
- 6.6.5. Design and produce customized marketing materials.** Design and produce sales and marketing collateral materials for travel/tourism/hospitality industry clients, including printing custom Get Around Guides for concierge/front desk staff.
- 6.6.6. Sell Capital Bikeshare bulk passes.** Develop and execute outreach initiatives for Capital Bikeshare bulk pass sales to reach hotels, tour operators/guides, and event planners.
- 6.6.7. Curate content and manage the dedicated hotel/ tourism webpage.** Manage content development for travel/tourism/hospitality dedicated website pages.
- 6.6.8. Manage contact database.** Update and manage contacts in Sugar CRM (sales software used to track progress of and interactions with hotels and lodging providers).
- 6.6.9. Develop co-marketing opportunities with partners and industry contacts.** Foster relationships and develop co-marketing opportunities with Destination DC, Washington Area Concierge Association (WACA), Hotel Association of Washington DC, SKAL International DC, Guild of Professional Tour Guides, etc. Present goDCgo's services at a minimum of 3 annual industry meetings.
- 6.6.10. Hotel Ambassador Awards Recognition Program.** Implement Hotel Ambassador Recognition Program, an annual recognition program to recognize hotels that offer excellent transportation programs.

## **6.7. Evaluation, Planning, and Reporting**

Develop a multiyear plan for the evaluation and research of the goDCgo program.

- 6.7.1. Annual Visual Report and Recommendations.** Provide annual visual report summarizing data, progress, and impact of marketing efforts for each program as well as the website and social media engagement; and provide recommendations to improve and/or streamline goDCgo (all programs, social media, and the website).
- 6.7.2. Annual Impact Report.** Determine impact calculations and write a report for the goDCgo program including vehicle miles traveled (VMT) reduction and emissions reductions.
- 6.7.3. Monthly Status Report and Invoice.** Provide a monthly report that shows key metrics for each program, social media engagement, and website visits. Key metrics include number of employers enrolled in pre-tax commuter benefits, meetings with employers, outreach events, distribution of bike maps and other collateral pieces, social media posts and engagements, website visits and most popular blog posts. The status report and invoice are submitted at the same time.
- 6.7.4. Develop a TDM for Schools Plan.** Hire an experienced transportation planning firm to develop a TDM for Schools strategic plan to: decrease single-occupant vehicle (SOV) trips to and from schools in Washington, DC initiated by parents, teachers, support staff, and students; increase the mode split for walking, biking, taking transit, and carpooling; and foster a culture of using sustainable transportation options.
- 6.7.5. TDM Strategic Plan Update.** Review progress of TDM strategies in the strategic plan and assess progress.

## **7. DELIVERABLES**

Item 7 does not encompass all deliverables required under the TO. This section highlights the major deliverables required under the TO. This section does not supersede the deliverable requirements included elsewhere in the TO or attachments.

The contractor shall document progress toward scope completion on a monthly basis and deliver the following reports as indicated below. The contractor shall submit an invoice for a given month by the 15<sup>th</sup> of the following month, provide a monthly report that summarizes important program components and shows progress/ activities for that month, and work collaboratively with DDOT staff to accomplish tasks.

<b>Deliverable and SOW Reference</b>	<b>Format</b>	<b>Due Date</b>
6.6.1. Annual Visual Report and Recommendations for the time period of July 1, 2017 – June 30, 2018	PDF document or as agreed upon	September 30, 2018
6.6.2 Annual Impact Report for the time period of July 1, 2017 – June 30, 2018	PDF document or as agreed upon	September 30, 2018
6.6.3. Monthly Status Report and Invoice (Example: August report and invoice are due by September 15)	PDF document	By the 15 <sup>th</sup> of the month; the last invoice and monthly report are due no later than the last day of the contract

## **8. PERIOD AND PLACE OF PERFORMANCE**

- 8.1 **Base Period:** 12 months from date of award  
**Option Period 1:** 12 Months from Option Period 1 Exercise  
**Option Period 2:** 12 Months from Option Period 2 Exercise
- 8.2 Consultant staff performing under the contract are expected to work at DDOT headquarter (55 M St. SE) at least 60% of the time (3 days a week). Exceptions can be granted on a case-by-case basis by the CA.

## **9. INSTRUCTIONS TO OFFERORS**

### **9.1 Qualifications Due Date**

- 9.1.1 Submissions, in whole, shall not exceed 100 pages in length.
- 9.1.2 Qualifications are due on or before 4:00 p.m. ET on Thursday, July 12, 2018.

### **9.2 Organization and Content**

- 9.2.1 Offerors shall submit qualifications on the Standard Form 330 to include all parts and sections via email to [ddot.aeschedule@dc.gov](mailto:ddot.aeschedule@dc.gov). Inclusion of other materials by reference will not be considered.
- 9.2.2 Section H of the SF 330 shall provide information regarding the following topics. The information should demonstrate an understanding of the requirement, or expound upon the experience and qualifications presented in the context of the requested information. The answers provided will be evaluated as a part of the qualifications in accordance with the evaluation criteria in Section 10 of this TO RFQ.
- 9.2.3 Describe your understanding of the project’s design complexities, and your experience and qualifications in overcoming the type of complexities identified.

- 9.2.4 Identify three important issues that represent significant potential risks to successful performance, and describe your experience and qualifications in overcoming the type of issues and risks identified.
- 9.2.5 Provide qualifications and experience regarding implementing best practices and strategies for roadway design, including:
- 9.2.6 Communication between stakeholders;
- 9.2.7 Public Outreach;
- 9.2.8 Experience utilizing QA/QC processes and their ability to ensure contract compliance; and
- 9.2.9 Identification, management and mitigation of project risks.
- 9.2.10 Provide relevant information regarding evaluation of qualifications Factor 4 - Past Performance. Offerors should note that Factor 4 relates to the administration of the experience with regards to cost control, quality of work, and compliance with performance schedules.

## **10. EVALUATION OF QUALIFICATIONS**

Your submission is an opportunity to present your firm's qualifications to perform the work. It is important that your qualifications highlight your firm's capabilities as it relates to the SOW and the evaluation criteria. The evaluation factors and their relative importance for this requirement are as follows:

1. Professional qualifications necessary for satisfactory performance of required services; (20 Points)
2. Specialized experience and technical competence in the type of work required; (40 Points)
3. Capacity to accomplish the work in the required time; (20 Points) and
4. Past performance on contracts with Government agencies and private industry in terms of cost control, quality of work, and compliance with performance schedules. (20 Points)

In addition to each offeror's response to Factor 4 – Past Performance, the District may utilize additional Past Performance sources to include:

- i. District eVAL
- ii. Publicly available information



Offerors are advised to pay close attention to the evaluation criteria, and ensure they address all aspects in their qualifications. The District will evaluate qualifications in accordance with this solicitation, and only consider information received in accordance with this solicitation.

Total Possible Points: 100

## **11. CONTRACTING OFFICER'S REPRESENTATIVE (CA)**

Name: Marina Budimir  
Title: Transportation Planner (TDM)  
Agency: District Department of Transportation  
Address: 55 M Street, SE Washington, DC 20003  
Telephone: 202-478-1458

## **12. RECEIPT OF QUALIFICATIONS**

If you have any questions regarding the solicitation or requirement, please contact the undersigned at [ana.rangel@dc.gov](mailto:ana.rangel@dc.gov).

Sincerely,

Ana Rangel  
Contracting Officer, OCP

C.C: Jeralyn Johnson, OCP  
Marina Budimir, DDOT

**Attachment 1**

## *Council of Governments Employer Participation Levels*

### **SUPPORT STRATEGIES**

**Likely range of trip reduction 0%**

- Expresses Interest and/or distributes/displays information on Ozone Actions Days

### **LEVEL 1 (BRONZE)**

**Likely range of trip reduction 0% to 1%**

- Expresses interest in telework, transit benefits, Smart Benefits, or other TDM strategy,
- Conducts Commuter Survey
- Distributes alternative commute info to employees
- Posts alternative commute information, on employee bulletin board(s), intranet sites, newsletter or e-mail
- Installs Electric Car Charging Station(s) at worksite

### **LEVEL 2 (SILVER) – Implements two or more of the following strategies**

**Likely range of trip reduction 0% to 3% without Telework/Compressed Work Schedules  
0% to 9% with Telework/Compressed Work Schedules**

- Installs a permanent display case or brochure holders and stock with alternative commute information
- Installs electronic screens or desktop feed of real-time travel information for transit and/or other alternative mode availability.
- Participates in the Capital Bikeshare Program as a Corporate Partner
- Provides preferential parking for carpools and vanpools
- Implements a telework program with 1-20% of employees participating
- Facilitates car/vanpool formation meetings
- Hosts/sponsors an alternative commute day or transportation fair
- Implements flex-time or staggered work schedule
- Implements compressed work week for 1-20% of employees
- Installs bicycle racks or lockers
- Installs shower facilities for bicyclists and walkers
- Establishes an ETC who regularly provides alternative commute information to employees
- Becomes a Commuter Connections member and provides on-site ridematching
- Supplements GRH program with payment for additional trips or own program

### **LEVEL 3 (GOLD)**

**Implements at least one of the following (in addition to the two or more Level 2 strategies):**

**Likely range of trip reduction 2% to 5% without financial incentive/disincentive  
Telework/Compressed Work Schedules  
5% to 20% with financial incentive/disincentive,  
Telework/Compressed Work Schedules**

- Implements a telework program with more than 20% of employees participating
- Implements compressed work week for 21%+ of employees
- Implements a transit/vanpool benefit, Smart Benefits, Federal Bicycle Benefit, or parking "cash out" program
- Implements a carpool/bicycle/walk benefit
- Provides free or significantly reduced fee parking for carpools and vanpools (valid only for companies where employees pay for parking)
- Implements a parking fee (valid only for companies that previously did not charge for parking)
- Provides employee shuttle service to transit stations
- Provides company vanpools for employees' commute to work
- Implements a comprehensive Bicycle/Walking program (includes installation of showers bicycle racks/lockers, and financial incentives for bicycling and/or walking, or a Capital Bikeshare Station)

**LEVEL 4 (PLATINUM)**

**Likely range of trip reduction 2% to 8% without financial incentive, Telework/Compressed Work Schedules**  
**5% to 30% with financial incentive, Telework/Compressed Work Schedules**

- **Implements two or more of the Level 3 TDM programs (in addition to the 2 or more Level 2 strategies) and actively promotes these programs and alternative commuting**

**Attachment 2**

## Residential Participation Levels



Residential complexes in Washington, DC can join the Residential Ambassador Awards Program to celebrate and be recognized for their efforts and dedication to transportation programs.

RESIDENTIAL COMPLEX: \_\_\_\_\_



### BRONZE

*Required:*

- Meet with goDCgo Residential Services Representative annually
- Plus, implement at least two of the following strategies:*
- Express interest in transit benefits or alternative commute benefits program
- Conduct a residential commute survey
- Provide transportation information to all new residents (i.e. welcome packets)
- Promote at least one mode of alternative transportation
- Designate a contact to coordinate transportation for your site (include contact or business card)  
Contact: \_\_\_\_\_
- Share goDCgo resources and newsletter with residents



### SILVER

*Required:*

- Host a goDCgo lobby event with transportation information
- Plus, implement at least two of the following strategies:*
- Provide/Install bike racks, rooms or lockers  
Type/Location: \_\_\_\_\_
- Provide/install bike maintenance equipment
- Host a bicycle safety/information class or bicycle repair event for residents
- Offer a walking tour of all the transportation options nearby property
- Support internal carpool formation
- Promote transportation events (i.e. Bike to Work Day, National Walking Day)
- Post commuter information on intranet/website, bulletin boards, and other common areas
- Provide residents with transportation accessories (i.e. bike locks, helmets etc.)
- Provide a designated space for residents to telework



## GOLD

*Required:*

- Share or update your property's transportation success story and/or building highlights with goDCgo

*Plus, implement at least two of the following strategies:*

- Provide a transit benefit for residents:
  - Preloaded SmarTrip Card to all residents
  - Capital Bikeshare Annual Membership to at least 10% of residents
- Provide onsite carsharing opportunities for residents and employees
- Designate at least 2 parking spaces for carpools and/or vanpools
- Install a real-time transit display in common area
- Install additional bike racks (artistic or traditional)
- Provide a shuttle service for residents to transit
- Provide electric car charging station for at least 2 vehicles
- Unbundle parking from rent price
- Implement a NEW non-mandated parking fee
- Allow parking access to non-resident vanpool vehicles
- Offer up to \$260/month pre-tax transportation benefit, as defined by the IRS, to property management employees

\*Site plan properties must be in compliance with zoning requirements to achieve Gold Level or higher.



## PLATINUM

Getting to the top is simple, just implement two or more Gold or Silver strategies and actively promote programs!



goDCgo.com  
info@godcgo.com  
202.299.2186

**Attachment 3**



## ***Hotel & Hospitality Participation Levels***

### **Hospitality Ambassador Criteria**

The Hospitality Ambassador Program seeks to recognize hotels and lodging providers for their commitment to sustainable transportation by providing services and amenities such as Get Around Guides, bike maps and bikeshare passes, and charging for parking to help their visitors and guests choose active transportation during their stay in the nation's capital.

#### **Level 1-Bronze** *implement two or more of the following*

- Meet with goDCgo to develop a transportation program
- Provide transit information, maps, schedules and/or brochures
- Provide guests with goDCgo's Get Around Guide
- Designate a transportation contact for employees and guests

#### **Level 2-Silver** *meet Bronze level and implement two or more of the following*

- Provide front office staff with training and tools to promote alternative transit options (goDCgo webinar or in-person training)
- Provide secure bike storage and/or maintenance facilities
- Provide comprehensive transportation information and directions on hotel website
- Charge a fee for parking

#### **Level 3-Gold** *meet Silver level and implement one or more of the following*

*(\*Site plan properties must be in compliance with zoning requirements to achieve Gold Level or higher.)*

- Real-time transit display on site
- Provide a complimentary shuttle to/from airport &/or nearest transit hub
- Provide complimentary or for purchase SmarTrip cards
- Purchase Capital Bikeshare Bulk Passes for Guests
- Offer complimentary bikes or bikeshare
- Additional unique program as determined by goDCgo representative

#### **Level 4-Platinum** *meet Gold level and implement one additional strategy from the Silver or Gold level*