

Government of the District of Columbia

Department of Transportation



d. Office of Contracting and Procurement

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

Date: September 26, 2019

Category of Services: Category K – Public
Participation and Partnering

Title: DC Circulator Program Marketing Outreach
and Customer Service

Solicitation Number: OCPTO180086

1. BACKGROUND

The District Department of Transportation (DDOT) operates the DC Circulator bus system to provide residents, employees, and visitors connections to major destinations in the nation’s capital, having most recently extended service to the National Mall. The DC Circulator system today includes six routes providing up to 5 million trips annually. DDOT also funds and supports the operation and maintenance of the DC Streetcar program, WMATA in the construction and maintenance of 91 of rail stations, and the planning and investment of the local Metrobus network which includes over 1,500 buses in the Washington region that provide both local and regional connections. As DDOT works to expand and enhance transit service in the District, areas requiring additional support and expertise have been identified to ensure that the development of the transit network is at pace with the current and future demands of a world-class city.

DDOT requires specialized program support in the Transit Delivery Division (TDD) and is seeking a Consultant to provide support services in the areas of marketing, outreach, and customer service for the DC Circulator program. This task requires the commitment of a project team that can accomplish tasks in a prompt and efficient manner.

2. TASK ORDER COMPETITION

The District is soliciting qualifications from firms awarded an A/E schedule containing Category K – Public Participation and Partnering in accordance with the provisions of the A/E Contract. One Firm-Fixed-Priced TO award is anticipated, subject to the availability of funds. The three firms are:

- AECOM Technical Services, Inc.;
- Nspiregreen; and
- PRR, Inc.

3. APPLICABLE DOCUMENTS:

The following documents are applicable to this procurement and are hereby incorporated by this reference:

Item No.	Document Type	Title	Web Address
1	Website	DC Circulator Website	http://www.dccirculator.com
2	Reference	DDOT Branding Guidelines	https://sites.google.com/a/dc.gov/ddot-branding/

4. SUBCONTRACTING REQUIREMENTS

- a. Unless the Director of the Department of Small and Local Business Development (“DSLBD”) has approved a waiver in writing, for all contracts in excess of \$250,000, at least 35% of the dollar volume of the Contract shall be subcontracted to qualified small business enterprises (“SBEs”).
- b. If there are insufficient SBEs to completely fulfill the requirement of paragraph 1), then the subcontracting may be satisfied by subcontracting 35% of the dollar volume to any qualified certified business enterprises (“CBEs”); provided, however, that all reasonable efforts shall be made to ensure that SBEs are significant participants in the overall subcontracting work.
- c. A prime contractor that is certified by DSLBD as a small, local or disadvantaged business enterprise shall not be required to comply with the provisions of sections 4.a and 4.b of this clause.
- d. Except as provided in sections 4.e and 4.g, a prime contractor that is a CBE and has been granted a bid preference pursuant to D.C. Official Code § 2-218.43, or is selected through a set-aside program, shall perform at least 35% of the contracting effort with its own organization and resources and, if it subcontracts,

35% of the subcontracting effort shall be with CBEs. A CBE prime contractor that performs less than 35% of the contracting effort shall be subject to enforcement actions under D.C. Official Code § 2-218.63.

- e. A prime contractor that is a certified joint venture and has been granted a bid preference pursuant to D.C. Official Code § 2-218.43, or is selected through a set-aside program, shall perform at least 50% of the contracting effort with its own organization and resources and, if it subcontracts, 35% of the subcontracting effort shall be with CBEs. A certified joint venture prime contractor that performs less than 50% of the contracting effort shall be subject to enforcement actions under D.C. Official Code § 2-218.63.
- f. Each CBE utilized to meet these subcontracting requirements shall perform at least 35% of its contracting effort with its own organization and resources.
- g. A prime contractor that is a CBE and has been granted a bid preference pursuant to D.C. Official Code § 2-218.43, or is selected through a set-aside program, shall perform at least 50% of the on-site work with its own organization and resources if the Contract is \$1 million or less.

5. SCOPE OF WORK (“SOW”)

The DC Circulator Communications, Public Outreach, Marketing and Customer Service Task Order is intended to advance our communication strategy for the DC Circulator service with the public, with the goal of enhancing our overall customer service experience. The TDD team shall be supplemented with the work of contracted communications specialists, public outreach staff, and other subject matter experts. The scope of the contract covers major subject area tasks, as well as an overall project management task. The individual tasks are detailed below.

Base Period

5.1 Marketing and Advertising

5.1.1 Summary of Activities

This task will provide DDOT and TDD staff with communications, marketing and public outreach support to ensure promotion of the service and its key brand elements, during the transition to the new Operations & Maintenance operator for the DC Circulator. Consultant support is required in a number of areas as TDD works to integrate and enhance the marketing of the service and enhance the communication opportunities to encourage new riders and inform current riders of the benefits of transit. Subtasks related to this area include but are not limited to the following:

5.1.2 Subtasks

The Consultant shall be responsible for managing one summer-to-fall campaign to advance the DC Circulator service and help the general public understand what the DC Circulator is and why it is so critical for prospective customers and the economy as a whole. The Consultant shall pitch campaign ideas and prepare an implementation strategy to be reviewed and approved by DDOT. The DC Circulator campaign will be focused on boosting ridership or rider education.

Subtasks related to this area include but are not limited to:

5.1.2.1	Create custom collateral material such as: DC Circulator brochures, handouts, bus notices/signage as needed
5.1.2.2	Manage and update all design files for the printing of maps, free ride coupons, and brochures
5.1.2.3	Coordinate with the O & M operator for the production and printing of the DC Circulator brochure
5.1.2.4	Provide marketing campaign reports and outcomes
5.1.2.5	Create, curate, update, and publish all content on dccirculator.com and social media. Maintain digital communications strategy; create, curate, and publish all content on dccirculator.com and DC Circulator's social media channels (Facebook, Twitter, and Instagram). Publish content updates and network map upon request from DDOT.
5.1.2.6	Connect with local influencers and write press releases about programs. Interact and connect with key reporters/bloggers/influencers to drive conversations on all digital media, track and monitor news stories relevant to DC Circulator and share through our channels. Share contacts with DDOT's communication office to add to their media distribution list. Write press releases about the DC Circulator program and submit to DDOT Public Information Officer (PIO) for distribution to the media.
5.1.2.7	Manage systems and necessary software. Manage monthly web hosting service provider for DCCirculator.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.
5.1.2.8	Develop new communications Standard Operating Procedures as needed to formalize communication protocols with O & M operator and DDOT.
5.1.2.9	Purchase promotional materials for DC Circulator for outreach events and community engagement efforts.

5.1.2.10	Review Scope of Work for DC Circulator advertising space franchise agreement.
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5.2 Communications and Public Relations

5.2.1 Summary of Activities

This task will provide DDOT and TDD staff with additional public relations support to DDOT's PIO and Circulator staff. The Consultant shall prepare draft press releases; assist in organizing public meetings and hearings, as well as coordinate other outreach events. The Consultant shall be charged with monitoring, developing creative content, and managing social media outreach via Facebook, Twitter, and Instagram, as well as other media approved by DDOT.

5.2.2 Subtasks

Subtasks related to this area include but are not limited to:

- 5.2.2.1** Facilitate drafting and distribution of press releases, media alerts, and announcements.
- 5.2.2.2** Coordinate of press conferences and special events.
- 5.2.2.3** Assist DDOT staff for public meetings, public hearings, or other public involvement efforts.
- 5.2.2.4** Develop strategic communication partnerships with BIDs and other public partners (for example: Smithsonian, NPS, Architect of the Capitol (AOC), Destination DC, DC sports teams).
- 5.2.2.5** Create and manage the DC Circulator Quarterly Newsletter
- 5.2.2.6** Seek and coordinate earned media opportunities for the DC Circulator.
- 5.2.2.7** Develop talking points for DDOT staff/PIO.
- 5.2.2.8** Purchase DC Circulator leave-behinds and collateral for events and promotions.
- 5.2.2.9** Develop and maintain partnerships. Maintain partnerships with BIDs and NPS among others.
- 5.2.2.10** Print Free Ride promotion passes for DC Circulator events and promotions.
- 5.2.2.11** Create rider information sheets, as needed, to promote riding the DC Circulator.

5.3 Customer Service Support

5.3.1 Summary of Activities

This task will provide DDOT and TDD staff with additional customer service support to ensure we are providing the best possible service to our riders. Support is

required in a number of areas as TDD works to integrate and enhance the customer service mediums for riders to provide feedback and share concerns.

5.3.2 Subtasks

Subtasks related to this area include but are not limited to:

- 5.3.2.1** Update website on detours and service alerts.
- 5.3.2.2** Actively work during inclement weather events to update website content.
- 5.3.2.3** Coordination with partners on special events and detours.
- 5.3.2.4** Obtain transferable software license to use Zendesk software.
- 5.3.2.5** Be familiarized and trained on ZenDesk program.
- 5.3.2.6** Select promotional material for purchase by O & M operator.

5.4 Project Management

5.4.1 Summary of Activities

The Project Management task encompasses monitoring and reporting of significant milestones, budget utilization, invoicing, and other related duties.

5.4.2 Subtasks

This task includes the following subtasks:

- 5.4.2.1** Assist in keeping the project on schedule and within budget.
- 5.4.2.2** Development of a project work plan.
- 5.4.2.3** Provide monthly progress reports/invoices (to include tracking of budgets and schedules).
- 5.4.2.4** Prepare direct-buy purchases and budgets for marketing and promotional materials by O & M operator
- 5.4.2.5** Conduct project management meetings.

5.5 Project Work Plan

The Consultant shall prepare a project work plan detailing an approach to developing and completing all deliverables. This work plan (available in electronic form) should include dates for meetings, deliverables, and major milestones, and shall be prepared in coordination with the DDOT Contract Administrator. The project work plan shall be updated monthly.

5.5.1 Monthly Progress Reports and Monthly Invoices

The Consultant shall prepare detailed monthly progress reports in full accordance with DDOT's criteria. Monthly invoices shall be prepared in full accordance with

DDOT format and criteria and shall be submitted for approval and timely payment within 30 days of each period completion. The Consultant shall additionally provide notice outside the monthly update schedule when the project expenditures reach 75 percent, 85 percent, and 95 percent of the total budget.

5.5.2 Project Management Meetings Schedule

The Consultant team will develop a schedule for regular coordination meetings to monitor progress, the status of action items and critical issues for upcoming days and weeks, and status of deliverables.

- Status updates from DDOT on news/critical issues
- Major work accomplished during defined periods (often daily)
- Status updates on on-going tasks
- Plan of action for upcoming tasks
- Status of schedule and budget
- Recap of action items

The deliverables for these subtasks will be agreed upon between DDOT and the Consultant prior to development and will include the elements below. These deliverables are not to extend beyond the overall task deliverable dateline.

- Project Work Plan (within two weeks of NTP)
- Monthly Progress Reports and Monthly Invoices
- Project Management Meetings Schedule (updated as needed)
- Purchase packages for operators (as needed)

5.5.2.1 Project Work Plan (within two weeks of NTP).

5.5.2.2 Monthly Progress Reports and Monthly Invoices.

5.5.2.3 Project Management Meetings Schedule (updated as needed).

5.5.2.4 Purchase packages and budgets materials for marketing, advertising and outreach activities and promotional materials by operator.

Option Period 1

In addition to the scope of work described in the base period, the scope for Option Period 1 shall include the following:

5.6 Communications and Public Relations

5.6.1 Summary of Activities

This task will provide DDOT and TDD staff with additional public relations support to DDOT's PIO and Circulator staff. The Consultant shall prepare draft press releases; assist in organizing public meetings and hearings, as well as coordinate other outreach events. The Consultant shall be charged with monitoring, developing

creative content, and managing social media outreach via Facebook, Twitter, and Instagram, as well as other media approved by DDOT.

5.6.2 Subtasks

Subtasks related to this area include but are not limited to:

- 5.6.2.6** Design, print, post maps and PSA's as necessary.
- 5.6.2.7** Seek and coordinate earned media opportunities for the DC Circulator.
- 5.6.2.8** Develop talking points for DDOT staff/PIO.
- 5.6.2.9** Support and promote transportation demand management (TDM) events in coordination with DDOT's TDM program goDCgo. Promote and support goDCgo programming and outreach, including events such as Bike to Work Day, Car-Free Day, Park(ing) Day, and partner with the National Cherry Blossom Festival, Anacostia River Festival, and other events in the city to increase participation in events and raise awareness of sustainable transportation options in the District.
- 5.6.2.10** Organize photoshoots to capture diversity of DC Circulator service riders, destinations and amenities. Photoshoot of individuals using DC Circulator to be used in DC Circulator website, DC Circulator newsletters, and collateral. Manage and expand DC Circulator photo gallery.
- 5.6.2.11** Purchase DC Circulator leave-behinds and collateral for events and promotions.
- 5.6.2.12** Provide information to the goDCgo team to design and produce DC Circulator-customized marketing materials to support the agency's TDM collateral material for travel/tourism/hospitality/entertainment industry clients.
- 5.6.2.13** Develop co-marketing opportunities with goDCgo partners and industry contacts. Foster relationships and develop cross-marketing opportunities with Destination DC, Washington Area Concierge Association (WACA), Hotel Association of Washington DC (HAWDC), Skal International DC, Guild of Professional Tour Guides, etc. Present DC Circulator's services at a minimum of 3 annual industry meetings.
- 5.6.2.14** Develop and maintain partnerships. Maintain partnerships with BIDs and NPS, among others by attending open community meetings at least once a quarter for a total of four (4) meetings to discuss current DC Circulator activities and routes.
- 5.6.2.15** Develop and design as needed Free Ride promotion passes for DC Circulator events and promotions.
- 5.6.2.16** Design, print, post maps and PSAs as necessary.
- 5.6.2.17** Create rider information sheets, as needed, to promote riding the DC Circulator.

- 5.6.2.18** Provide “street campaign” promotional support of the DC Circulator service in Meet the Rider events throughout the year, for at least 15 occasions.
- 5.6.2.19** Develop talking points, trainings, and information sheets, as needed, to support DC Circulator/DDOT’s call center and service operators pending major service changes or campaign promotions.
- 5.6.2.20** Conduct two Meet the Rider events annually.
- 5.6.2.21** Purchase packages and budgets materials for marketing, advertising, and outreach activities and promotional materials by the operator.

6. PERIOD OF PERFORMANCE

Base Period: 12 months from date of award
Option Period 1: 12 months from Option Period 1 Exercise

7. DELIVERABLES

SOW Reference	Deliverable	Method of Delivery	Due Date From Award	To Whom
1.5.2.1	Project Work Plan	Electronic	(within two weeks of NTP)	CA
1.5.2.2	Monthly Progress Reports and Monthly Invoices	Electronic	Monthly	CA
1.5.2.3	Project Management Meetings Schedule	Electronic	(updated as needed)	CA
1.5.2.4	Purchase packages and budgets materials for marketing, advertising and outreach activities and promotional materials by operator	Electronic	(as needed)	CA

8. INSTRUCTIONS TO OFFERORS

8.1 Qualifications Due Date

- a) Submissions, in whole, shall not exceed 50 pages in length.
- b) Qualifications are due on or before 4:00 p.m. ET on Friday, October 18, 2019.

8.2 Organization and Content

- a) Offerors shall submit qualifications on the Standard Form 330 to include all parts and sections via email to ddot.aeschedule@dc.gov. Inclusion of other materials by reference will not be considered.
- b) 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.
 - (a) Include in your professional qualifications (ref. Section 9.1(1)), a description of qualifications as to the following:
 - 1) Describe your understanding of the project's complexities, and state your qualifications for overcoming the type of complexities identified.
 - 2) 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.
 - 3) Provide qualifications for implementing best practices and strategies for Marketing, Outreach, and Customer Service, including:
 - a) Communication between stakeholders;
 - b) Public Outreach;
 - c) Experience utilizing QA/QC processes; and
 - d) Identification, management and mitigation of project risks.
 - (b) In your description of your specialized experience and technical competence (ref. section 9.1(2)), include your specialized experience and technical competence for the following:
 - 1) Describe your understanding of the project's complexities, and state your experience and technical competence for overcoming the type of complexities identified.
 - 2) Identify three important issues that represent significant potential risks to successful performance, and describe your experience and

technical competence in overcoming the type of issues and risks identified.

- c) Provide relevant information regarding evaluation of qualifications Factor 4 - Past Performance.

9. EVALUATION OF QUALIFICATIONS

9.1 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 four (4) evaluation factors and their relative importance for this requirement are as follows:

- (1) Professional qualifications necessary for satisfactory performance of required services; (25 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; (15 Points) and
- (4) Past performance on contracts with the District, other governmental 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:

- (1) District eVAL
- (2) 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.

The District will conduct interviews with selected firms following receipt and evaluation of all firm qualifications. The interview location will be 55 M Street S.E., Washington, DC 20003. The date, time, and specific room will be determined after the issuance of this RFQ and incorporated via amendment. Interviews will be evaluated in accordance with the below evaluation criteria.

- (5) During the oral interviews, the offeror's demonstration of their understanding of the work to include potential risks to performance, quality, and costs and associated mitigation measures, and the quality of their plan to ensure successful project delivery. (25 Points)

Total Possible Points: 125

9.2 Scoring Methodology

The Evaluation Board will review the submittals with reference to the evaluation factors specified in Section 9.1, in accordance with the rating scale provided in this Section and will assign a quantitative rating for each of the evaluation factors.

- (1) Rating Scale

<u>Numeric Rating</u>	<u>Adjective</u>	<u>Description</u>
0	Unacceptable	Fails to meet minimum requirements; e.g., no demonstrated capacity, major deficiencies which are not correctable; offeror did not address the factor.
1	Poor	Marginally meets minimum requirements; major deficiencies which may be correctable.
2	Minimally Acceptable	Marginally meets minimum requirements; minor deficiencies which may be correctable.
3	Acceptable	Meets requirements; no deficiencies.
4	Good	Meets requirements and exceeds some requirements; no deficiencies.
5	Excellent	Exceeds most, if not all requirements; no deficiencies.

- (2) Application of Rating Scale

The rating scale is a weighting mechanism that will be applied to the point value for each evaluation factor to determine the Offeror’s score for each factor. The Offeror’s total score will be determined by adding the Offeror’s score in each evaluation factor. For example, if an evaluation factor has a point value range of zero (0) to fifty (50) points, using the Rating Scale above, if the District evaluations the Proposer’s response as “Good,” then the score for that evaluation factor is 4/5 of 50, or forty (40) points.

10. CONTRACT ADMINISTRATOR (CA)

Name: Circe Torruellas, Deputy Associate Director Bus Operations
Agency: District Department of Transportation
Address: 55 M Street, SE Washington, DC 20003
Telephone: 202.671.2847
Email: circe.torruellas@dc.gov

11. RECEIPT OF QUALIFICATIONS

If you have any questions regarding the solicitation or requirement, please submit in writing to Kara O'Donnell, Contracting Officer, at ddot.aeschedule@dc.gov.

Sincerely,

Kara A. O'Donnell
Contracting Officer - DDOT

CC: Carla Longshore
Sharon Etherly