

Government of the District of Columbia

Department of Transportation



DISTRICT DEPARTMENT OF TRANSPORTATION ARCHITECT AND ENGINEER (“A/E”) SCHEDULE TASK ORDER (“TO”) REQUEST FOR QUALIFICATIONS (RFQ)

Date: 12/8/2023

Category of Services: Program Management

Title: Curbside Revenue Program Management
Solicitation

Solicitation No.: DCKA-2024-TR-0012

1. PROJECT BACKGROUND

The District owns, maintains, and operates approximately 19,000 on-street metered parking spaces in the District covering approximately 1,200 blocks. The District collects revenue for occupancy of these spaces through a combination of multi-space meters (approximately 1,450), single-space meters (approximately 4,500), and a mobile payment platform (3,900 zones covering 1,200 blocks and special payment spaces). The District does not own or operate any off-street parking. (the “Curbside Revenue Program”)

The total annual parking revenue for Calendar Year 2022 was approximately \$28.5 million across ~9 million transactions. Coin revenue is approximately \$1.1 million per year (4% of total revenue), compared with credit card revenue of \$7.8 million or 27%. Mobile payment has been an increasing share of parking revenue, totaling \$19 million per year or 69% of total revenue.

The District manages its Curbside Revenue Program to align with the District’s goals, as articulated in [moveDC](#), which includes pricing parking in a way that is responsive to demand. Most of the District operates on a standard meter rate of \$2.30 per hour for automobiles, but the District has legislative authority to charge dynamic rates in designated performance parking zones.

The District seeks innovative management and operations support services for its Curbside Revenue Program. The District is committed to increasing the efficiency, coverage, and goal attainment of its on-street metered parking spaces. Asset lite curbside management, data-driven operations, key performance indicators¹, dynamic pricing, and curb digitization are some of the tools to help the District better meet its goals for the Curbside Revenue Program.

2. PROJECT PURPOSE

The District seeks innovative management and operations for its curbside revenue program. The District strives to increase the efficiency, coverage, and goal attainment of its on-street metered parking spaces. Asset lite curbside management, data-driven operations, key performance indicators, dynamic pricing, and curb digitization are all tools to help the District better meet its goals through the Curbside Revenue Program. This scope of work contains the program and project management tools to enable the District

¹ See page 9 of the District’s FY24 KPI:

<https://oca.dc.gov/sites/default/files/dc/sites/oca/publication/attachments/DDOT24.pdf>

to transition its metered parking program to asset lite and expand use of performance pricing, using data and goals to make decisions.

3. TASK ORDER COMPETITION

The District is soliciting qualifications from the below 5 firms awarded an A/E schedule contract in category Program Management to perform the required services. One task order award is anticipated. The 5 firms are:

Michael Baker International
 HNTB District of Columbia, PC
 Rummel, Klepper & Kahl, LLP
 Johnson, Mirmiran & Thompson, Inc.
 KCI Associates of DC, PC

4. APPLICABLE DOCUMENTS

All A/E services shall comply with current requirements of the District of Columbia (“DC” or the “District”), Department of Transportation (“DDOT”), and Federal Highway Administration including the following as applicable:

Doc. No.	Title (Last Editions) with Hyperlinks
1	<u>Curbside Management Uses Hierarchy PPT</u>
2	<u>District Design Engineering Manual</u>
3	<u>District Standard Specifications for Highways and Structures</u>
4	<u>Curbside Management Study</u>
5	<u>Appendices</u>
6	<u>District of Columbia Office of the City Administrator Key Performance Indicators FY24</u>
7	<u>Curbside Management Stock Map (ArcGIS Online)</u>
8	<u>Signworks (d. Wiki)</u>
9	<u>Citation Data</u>
10	<u>CurbFlow Research Zone Data - Data Snapshots</u>
11	<u>CurbFlow Research Zone Data - Comprehensive Findings</u>
12	<u>CurbFlow Research Zone Data - Tableau Dashboard</u>
13	<u>CurbFlow Research Zone Data - District Dynamic Curbside Management Presentation</u>
14	<u>District Pick-up/Drop-off Zone TCO Data</u>
15	<u>Open Data DC</u>
16	<u>DC Real Property Map</u>
17	<u>Right of Way Maps - Polygon (ArcGIS Online)</u>
18	<u>Right of Way Maps - Line (ArcGIS Online)</u>
19	<u>CMD SharePoint (restricted access)</u>
20	<u>District of Columbia Transportation Online Permitting System (TOPS)</u>

21	<u>moveDC Mobility Priority Networks</u>
22	<u>Vision Zero</u>
23	<u>Sustainable DC 2.0 Plan</u>
24	<u>ParkDC website</u>
25	<u>ParkDC website - Research</u>

5. MANDATORY SUBCONTRACTING REQUIREMENTS

- 1) 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).
- 2) If there are insufficient SBEs to completely fulfill the requirement of paragraph one, 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.
- 3) A prime Consultant that is certified by DSLBD as a small, local, or disadvantaged business enterprise shall not be required to comply with the provisions of paragraphs one and two.
- 4) Except as provided in paragraphs five and six, a prime Consultant 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 Consultant that performs less than 35% of the contracting effort shall be subject to enforcement actions under D.C. Official Code § 2-218.63.
- 5) If the prime Consultant 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, the CBE member of the certified joint venture 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. If the CBE member of the certified joint venture prime Consultant performs less than 50% of the contracting effort, the certified joint venture shall be subject to enforcement actions under D.C. Official Code § 2-218.63.
- 6) Each CBE utilized to meet these subcontracting requirements shall perform at least 35% of its contracting effort with its own organization and resources.
- 7) A prime Consultant 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.

6. KEY PERSONNEL REQUIREMENTS:

The successful offeror will include a multidisciplinary project team with skills and experience in a variety of technical areas to provide the required services. The team should, at a minimum, include the below personnel possessing the following minimum qualifications:

Key Personnel Title	Key Personnel Responsibilities	Key Personnel Minimum Qualifications
Program Manager	The Program Manager shall oversee management and delivery of all contract tasks. He or she is responsible for ensuring appropriate resources are assigned to each task; the completion of all administrative functions; adherence to all contract terms, management plans, and SOPs; and overall contract performance.	Bachelor's degree; 5 years of experience in program management; 5 years of technical experience in curbside management, urban planning, finance and contract administration, or a related field; demonstration of experience in managing projects and programs with budgets over \$10M; PMP preferred but may describe experience in lieu of certification.
Project Manager	The Project Manager for Special Projects will oversee all tasks in Task 2-10. The Manager will be responsible for scheduling, scoping, and assigning staff to all projects. The Manager will serve as the primary contact point for the District on all special projects and ensure staff meet contract and performance requirements.	Bachelor's degree; 3-5 years of experience in project management; 2 years of specialized experience with asset management or revenue collection programs or projects; PMP preferred but may describe experience in lieu of certification.
Technical Advisor	The Technical Advisor will be available to advise on technical and strategic issues, review deliverables for technical accuracy, and train Consultant staff about curbside management.	Bachelor's degree; 3 years of specialized experience related to curbside management or transportation asset management. The District estimates that this advisory role will amount to approximately 5-10% of the Advisor's time.

7. SCOPE OF WORK

7.1 Definitions

Contract Administrator (CA): The CA is responsible for general administration of the contract and advising the Contracting Officer as to the Consultant's compliance or noncompliance with the contract. The CA has the responsibility of ensuring the work conforms to the requirements of the contract and such other responsibilities and authorities as may be specified in the contract.

Contracting Officer (CO): The Contracting Officer is the only person authorized to approve changes in any of the requirements of this contract. Contracts will be entered into and signed on behalf of the District only by contracting officers.

Curbside Management: Management of the public right of way involving the roadway curbside. Traditionally this has been referred to as the parking lane, but with other modes of transportation and the competing demands for access to the curb, parking management is now referred to as "curbside management."

Curbside Revenue Program: The District’s program to manage all on-street parking and loading resulting in the generation of revenue. The program is inclusive of parking meter maintenance, mobile payments, commercial and passenger loading (where payment is required), and signage maintenance (where the signage provides paid parking or payment information). Formerly known as “Curbside Asset Management” or “Parking Meters.”

Curbside Revenue Consultant: A Consultant that is hired by the District to do work on behalf of the Curbside Revenue Program. Table 1 lists the current and anticipated contracts covered by this definition.

Program Management Consultant (PMC) or “Consultant”: The consulting firm that is awarded this task order.

Multi-space Meter: Any type of physical parking meter that provides an option for payment covering at least two on-street parking spaces. The District’s currently installed multi-space meters are manufactured by Parkeon/Flowbird.

Single-space Meter: Any type of physical parking meter that provides an option for payment covering one on-street parking space to fit a single vehicle (including spaces designated for commercial vehicles, motorcoaches, and/or motorcycles). The District’s currently installed single-space meters are manufactured by IPS.

Pay-and-Display: A method of payment for multi-space parking in which a receipt for payment and the expiration time of the paid parking session are printed at the meter and required to be displayed on the vehicle’s dashboard. The parking enforcement officer looks for this receipt to verify parking payment.

Pay-by-Plate: A method of payment for multi-space parking meters that requires the customer to enter their vehicle’s license plate when paying for parking. The license plate data is then automatically communicated to a parking enforcement software such that parking enforcement officers can see that a vehicle is paid for a certain location and time period.

Red Top Meter: A single-space parking meter that designates an on-street, metered parking space reserved for persons with disabilities. The dome of the meter is painted red and the meter itself is installed in a way that is accessible to persons in wheelchairs.

Mobile Payment: Payment made via telephone, smartphone, internet, and/or app. In this scope of work, mobile payment refers to payment for on-street parking. The District’s current provider of mobile payment is Parkmobile.

Performance Parking Zone: Performance parking zones have rates that change based on the level of availability or historic occupancy. The fewer spaces available, the higher the rate charged per hour. This term can also be defined to include progressive pricing, where higher rates are charged after the first hour during high-demand periods or events. In both cases, performance parking zones are intended to use pricing to influence driver behavior.

Quality Assurance Plan: The plan which documents the process for identifying which quality standards are relevant to the project and determining how to satisfy them. Quality planning means planning how to fulfill process and service (deliverable) quality requirements and how to measure Quality.

7.2 Program Management (Task 1)

The Consultant shall provide program management services for all elements of the District's Curbside Revenue Program, to include the following specific tasks.

7.2.1 Program Management Plan (Task 1A)

The Consultant shall provide a program management plan that includes the following elements. These elements may be provided in a single document or stand-alone elements.

1. **Program Management Plan (PMP):** The PMP shall include the program goals and objectives, an overall project schedule and schedule management, communication protocols, process for escalation and changes, review process for deliverables, and execution approach. The PMP shall also include a Risk Management and Quality Assurance Plan. PMP shall be revisited at least two times per year.
2. **Staffing Plan:** The Staffing Plan shall contain the names, affiliations, qualifications, roles, and percentage of time for all key personnel devoted to this contract. At a minimum, for each task, the Staffing Plan shall include the lead staff responsible and the number and percentage of time for additional staff contributing to the task. The Staffing Plan shall also include information on staffing and support levels and roles for any subconsultants.
3. **Standard Operating Procedures (SOP):** The Consultant is responsible for the development of SOPs for all tasks and key contract activities. The CA will provide the technical background, direction and outline of key steps for SOP content; no extensive research or technical background is necessary to complete SOPs. At a minimum, the Consultant shall prepare at least one SOP for Task 1B and 1C, as well as SOPs identified under special projects in Task 2-11 (if invoked). SOPs shall include information on roles and responsibilities, processes to complete activity, information management, data protocols, communication protocols, and process closeout. SOPs shall be drafted within 30 days of contract award, unless otherwise specified by the CA.
4. **Compilation of Consultant SOPs:** The Consultant shall also be responsible for compilation, review, and coordination of any SOP required by the contracts listed in **Error! Reference source not found.** When directed by the CA, the Consultant shall provide or share these SOPs among the Curbside Revenue Consultants, identify overlaps or conflicts between SOPs, and make recommendations on revisions or updates to Curbside Revenue Consultants SOPs to improve program efficiency.

Table 1: DDOT Curbside Revenue Contracts

Current Contract Number	Curbside Revenue Contracts	Curbside Contractors
DCKA-2021-C-0062	Mobile Payment	ParkMobile
DCKA-2022-C-0051	SSM Purchase and Connectivity Fees	IPS
DCKA-2022-C-0053	MSM Purchase and Connectivity Fees	Flowbird
DCKA-2023-C-0900	MSM Meter Maintenance	Flowbird
DCKA-2023-C-0901	SSM Meter Maintenance	IPS
DCKA-2023-C-0902	Coin Collection	Impark/Reef
DCKA-2024-C-xxxx	Signage	TBD

5. **Transition Plan (End of Contract):** At least four months before the end of this contract's period of performance, the Consultant shall prepare a Transition Plan. The Transition Plan shall include a summary of key accomplishments during the contract, documentation of current responsibilities, recommendations for transfer of those responsibilities, summary and transfer of deliverables, summary and transfer of SOPs and operations manuals, and data management and transfer.

7.2.2 Coordination Tasks (Task 1B)

The Consultant shall lead coordination across DDOT and across all Curbside Revenue Consultants via meetings, SOPs, data management and development, stakeholder communication, and process improvement. Coordination tasks shall include:

1. Lead coordination meetings with DDOT's Curbside Management Division staff on at least a bi-weekly basis. The Consultant shall be responsible for scheduling meetings, providing agendas and notes, and maintaining a tracking document with deliverables and outstanding tasks.
2. Lead coordination amongst the current Curbside Revenue Consultants listed in **Error! Reference source not found.**, via monthly meetings and supporting communications. Incorporate actions, issues, and deliverables from these meetings into reporting (see Reporting (Task 1C)). Provide and monitor use of consistent SOPs, templates, and reporting structures for all contracts listed in **Error! Reference source not found.**
3. For issues that require escalation or action between contracts listed in **Error! Reference source not found.**, the Consultant shall document issues, date of initiation, responsible party, and timeline for resolution. The template for documentation shall be approved by the CA within the first 60 days of contract. Any issues that are not resolved within the appropriate timeline should be escalated to the CA within one business day.
4. The Consultant shall seek efficiencies and process improvements through coordination among contracts. These can be documented in memorandum, SOPs, raised in monthly team meetings, or proposed as special projects. The Consultant shall seek written confirmation from the CA before making any process changes.

5. The Consultant shall participate in and make recommendations regarding coordination with external stakeholders. This task focuses primarily on other District government agencies whose operations are directly impacted by curbside revenue activity: Office of the Chief Financial Officer, Department of Public Works – Parking Enforcement Management Administration, and Department of Motor Vehicles – Adjudication Services. External stakeholders may also include peer cities, Business Improvement Districts, elected officials and their staff, and community organizations. The Consultant shall assume stakeholder coordination activities will occur no more than once a month, with no more than one meeting per quarter.
6. The Consultant shall attend all monthly and quarterly meetings including those relating to the Curbside Revenue Contracts.

7.2.3 Reporting (Task 1C)

The Consultant shall provide progress reports on the District Curbside Revenue Program that coordinate and integrate reporting across the current Curbside Revenue Consultants listed in **Error! Reference source not found.** The reporting tasks shall include:

1. Develop standards for reporting and deliverables for contracts in **Error! Reference source not found.** The Consultant shall provide reporting templates, using input from the CA, within 30 days of contract award.
2. Develop methods or SOP for cross-reporting and data sharing for contracts in **Error! Reference source not found.**
3. Collect and track all reports and deliverables from all contracts listed in **Error! Reference source not found.** The PMC Consultant shall send reminders to Curbside Revenue Consultants of deliverable due dates and contents. The Consultant shall inform the CA of any reports or deliverables that are not delivered on time or that do not meet contract specifications.
4. Weekly activity report that includes major milestones, issues, and work performed across all contracts in **Error! Reference source not found.** This shall include review and incorporation of weekly reports and tracking documents from all Curbside Revenue Consultants. Reports shall be posted and shared with the CA via virtual meetings, email, SharePoint, or other agreed-upon method.
5. Monthly progress report with a summary of weekly reports; budget and schedule update; special projects activity; identification, status, and resolution of issues; Key Performance Indicator (KPI) progress; and preview of milestone activities in the coming month.
6. The Consultant shall develop an SOP that explains the data to be shared between each set of Consultants, as well as the frequency, method of delivery, and escalation protocol. This SOP shall be completed in the first 30 days after award and updated quarterly.

All reports should be shared with Consultants either automatically, through a centrally-accessed repository, or via other method agreed upon by the District. For example, coin-box jam alarms should be sent automatically on a daily basis to the coin-collection Consultant.

7.3 Special Projects (Tasks 2-11) – OPTIONAL (See § 9.3)

Special projects shall be executed in accordance with § 9.3. Upon authorization, the District will provide the project details including the period of performance, clear objectives, deliverables, and any other instructions required to complete the work.

For each project, the District may require a brief project management plan, to include timeline, staff, resource needs, dependencies, and deliverables. The project management plan shall include financial resources, staff resources (expressed as percentage of FTEs and expertise areas), and any other materials or software. Unless otherwise directed by the CA, project management plans shall not exceed 5 pages in length, and the Consultant shall deliver the plan within 10 business days of written direction to proceed.

7.3.1 Mobile-Only Zone SOP (Task 2)

The Consultant shall establish, through a standard operating procedure, the process to convert metered parking to mobile payment only or asset-lite payment (defined as one multi-space meter for multiple block faces). The District will provide the SOP steps, including the role for Consultants that oversee implementation components and the relevant contract terms for implementation. The Consultant shall lead the implementation of the SOP by doing the following:

1. Format the SOP to share with all parties that have a role in creating Mobile-Only Zones;
2. Develop standardized communications protocols to be used in SOP implementation.
3. Create a list of signage standards (from inputs provided by the CA) that provide installation standards and processes and signage, pole, and fastener materials, dimensions, placement, language, and frequency for mobile payment and asset lite blocks.
4. Lead the Curbside Revenue Consultants in the individual actions to implement up to 20 mobile-only zones.

7.3.2 Reduction of Meter Fleet (Task 3)

The District's goal of asset lite curbside revenue collection is defined as managing on-street parking spaces with fewer meters and more mobile payment. The Consultant shall develop a data-driven plan to reduce the number of meters in the District's inventory while maintaining or growing the number of parking spaces that are part of the District's Curbside Revenue Program. At project inception, the District will provide inputs about the desired schedule and final footprint of the meter fleet, as well as policy goals for meter placement. The Consultant shall use historic payment and locational data provided by the District and Curbside Revenue Consultants to propose up to three scenarios for reduction of meter fleet. These scenarios should consider existing meter locations, historic payment type data, and road and sidewalk characteristics. Each scenario shall include a schedule, estimated budget,

and phased plan to remove or replace meters and signage. Scenarios shall include supporting maps and data.

Once the District has approved a scenario, the Consultant shall further expand that scenario into a detailed implementation plan that includes responsible parties. The Consultant shall coordinate with appropriate incumbent(s) of the Curbside Revenue Contracts listed in **Error! Reference source not found.** to implement the plan. This project excludes the cost to manufacture and install new signage, remove or reprogram meters, or program new mobile payment zones, which will be covered under other contracts.

7.3.3 New Performance Parking Zones (Progressive Pricing) (Task 4)

The Consultant shall establish and implement one new performance parking zone (PPZ); the District may request this project up to three times per year and pricing shall be designated per zone. For each new performance parking zone, the Consultant shall use historic data and license plate reader (LPR) data (provided by District) to propose boundaries and programming for the new PPZ. PPZ rate proposals may be broad or granular with the following guidelines:

1. At the broadest, a PPZ may use progressive pricing with rates that vary by hour. The Consultant shall use historic and LPR data to show that curbside demands on the proposed PPZ blocks merits increased pricing. PPZ may be full time, during special events, or during designated days and hours (provided that the designated days and hours are simple to understand and approved by District).
2. At the most granular, programming shall be based on time bands of at least three hours, for areas no smaller than a block face, and distinguished between weekend and weekdays.

The Consultant shall share written proposals with the District and receive District approval prior to implementation.

Once the District approves a PPZ proposal, the Consultant shall coordinate with appropriate incumbent(s) of the Curbside Revenue Contracts listed in **Error! Reference source not found.** to develop and execute an implementation plan. This project excludes the cost to manufacture and install new signage, program meters, or program new mobile payment zones, which will be covered under other contracts. No PPZ shall include sensors or cameras, unless expressly agreed upon by the District.

7.3.4 Residential Metered Parking Zones (Task 5) - Optional

The Consultant shall pilot and potentially expand residential metered parking zones, as defined by charging metered parking rates in Residential Parking Permit (RPP) zones that would otherwise allow free 2-hour parking to vehicles without the RPP permit. The Consultant shall lead stakeholder coordination and oversee implementation of at least one pilot zone. The District will provide an SOP with steps to designate and govern a new zone (including eligibility criteria and resident engagement process). Following implementation, the Consultant shall monitor and evaluate the pilot for at least 2 months, at which point the Consultant shall refine and finalize the District's SOP.

The Consultant shall coordinate¹ with appropriate incumbent(s) of the Curbside Revenue Contracts listed in **Error! Reference source not found.** for implementation of the pilot and input on the SOP. This project excludes the cost to manufacture and install new signage, program meters, or program new mobile payment zones, which will be covered under other contracts.

7.3.5 Wayfinding and User Experience (Task 6)- Optional

The Consultant shall develop and test up to four methods to improve user experience. The Consultant shall draft a project management plan outlining the goals of the project, getting input from the District on their priorities. Example goals may include sharing parking availability information with drivers, increase in mobile payment, and education about use of commercial loading zones. The Consultant shall develop an implementation plan on District's selected user experience improvements, as well as identify responsible parties to execute the plan.

7.3.6 Removal of Pay By Space Posts (Task 7) – Optional

The District installed Pay by Space posts in the Penn Quarter and Chinatown neighborhoods of the District in 2015, as part of the ParkDC dynamic parking pilot. Drivers parking in blocks with multi-space meters are directed to enter their space numbers (indicated on numbered posts), which allows the District to get detailed data on occupancy. Some of these posts were already removed as part of the District streetscape projects in the past eight years, leading the District to convert pay-by-space meters to pay-and-display. Thanks to improved technology, pay-by-space is no longer an efficient way to measure occupancy, nor does it align with the District's asset lite future.

The District will provide an SOP and target schedule to remove the remaining posts. The Consultant shall then coordinate with the Curbside Revenue Consultants to develop a cost estimate and detailed implementation plan to remove the remaining posts. The Consultant shall then oversee the Curbside Revenue Consultants to complete pole removal. This project excludes the cost to remove the poles, which will be covered under other contracts.

7.3.7 Innovative Technology Assessment Deployment (Task 8)- Optional

The Consultant shall deploy pilot innovative technology solutions and technology upgrades, as directed by the District. The technology solution shall be related to improvement of curbside management, user experience, data management, data integration, data analytical tools, and/or extending asset useful life. For this project, the District will present to the Consultant a technology focus area and direct the Consultant to evaluate technologies proposed by third-party vendors. The Consultant shall lead evaluation or support the District's evaluation, depending on the District's capacity and expertise. Upon evaluation and written agreement from the District, the Consultant shall develop a process to implement the selected new technology and coordinate with other Curbside Revenue Consultants in the implementation. The Consultant shall also provide to the District a business case, equity assessment, and cost proposal to assess the feasibility of each technology. The Consultant shall notify the District of any actual or apparent conflicts of interest with any technologies or vendors related to this task.

7.3.8 Pay-By-Plate Conversion and Establishment of ADA Zones (Task 9) – Optional

The Consultant shall convert all remaining Pay-and-Display multi-space meters to Pay-by-Plate. The Consultant shall lead coordination of the current incumbent(s) of the Curbside Revenue Contracts listed in **Error! Reference source not found.** The Consultant shall review the meter inventory for existing programming, establish a schedule to convert meters, direct respective Consultants to purchase and install meter components, coordinate meter reprogramming, and testing and verification.

Pay-By-Plate multi-space meters can replace single-space “Red Top Meters” (RTM). The schedule that the Consultant develops for this project shall include the replacement of RTM with poles and signage indicating ADA metered parking.

7.3.9 Process Improvement and Program Management (Task 10) - Optional

The Consultant shall provide project-specific strategic guidance, refinement to previously-written SOPs, and tailored assistance to curbside revenue Consultants on post-implementation maintenance of new processes. The Consultant shall also resolve an unanticipated problem or performance issue related to a different curbside revenue Consultant or the Curbside Revenue Program as a whole. For example, the District will measure percentage of mobile payment as a program-wide KPI; if one quarter shows performance deviating from past trends, the Consultant shall conduct an analysis about the KPI performance and make recommendations on how to improve performance. For each part of this task, the Consultant shall develop a brief project management plan that outlines the purpose, intended deliverables, and scope of process improvements.

7.3.10 Outreach Support (Task 11) – Optional

The Consultant shall be responsible for managing relationships with internal and external stakeholders from the government, industry, and the community. The PMC’s efforts shall be coordinated with the District’s Curbside Management Division and Public Information Officer. The Consultant will provide the following services:

1. **Program Communications Plan:** Develop and regularly update a communications plan that identifies all project stakeholders and identifies communications strategies and tactics to ensure stakeholders are informed on issues and progress of the Curbside Revenue Program.
2. **Program Outreach Initiatives:** The Consultant is responsible for planning and managing outreach activities related to the Curbside Revenue Program. These will often be related to special projects, as listed in Special Projects (Tasks 2-10), but they may also involve general public or stakeholder outreach regarding curbside revenue and meters. The Consultant shall prepare various products to assist with program outreach including flyers, handouts, fact sheets, posters, maintaining and updating the ParkDC.com website, and maintaining and updating the ParkDC mobile application. For planning purposes, assume one citywide outreach effort and one small area or focused stakeholder outreach effort per year.

8. DELIVERABLES

SOW Reference	Deliverable Title	Delivery Method
7.2.1(a)	Program Management Plan	Electronic - 30 days after award
7.2.1(b)	Staffing Plan	Electronic - 30 days after award
7.2.1(c)	Standard Operating Procedures (SOP)	Electronic – Due Date TBD
7.2.1(d)	Compilation of Consultant SOPs	Electronic - 30 days after award or as mutually agreed for individual tasks
7.2.1(e)	Transition Plan	Electronic - 4 months before the end of the period of performance
7.2.2	Coordination CLIN SOP	Electronic - 30 days after award
7.2.2	Biweekly Coordination Meeting Agendas, Notes, and Tracking Documents	Electronic - 2 business days after biweekly meetings
7.2.2	Task Tracking and Escalation Log	Electronic - As needed
7.2.2	Process Improvement Recommendations Memo	Electronic - Within 15 business days of CA direction
7.2.2	Reports Formatted for External Stakeholders	Electronic - Quarterly
7.2.3	Reporting Templates	Electronic - 45 days after NTP
7.2.3	Cross-Reporting SOP	Electronic - 45 days after NTP
7.2.3	Weekly Activity Report	Electronic - Weekly
7.2.3	Monthly Progress Reports	Electronic - By fifth calendar day of each month
7.2.3	Data Sharing SOP	Electronic - 30 days after award, updated quarterly
7.3 Tasks 2-11 – OPTIONAL (See § 9.3)		
7.3.1	Mobile-Only Zone SOP	Electronic - Due Date TBD
7.3.1	Mobile-Only Signage Standards	Electronic - Due Date TBD
7.3.2	Schedule of Meter Payment Conversion	Electronic - Due Date TBD
7.3.2	Post-Conversion Report	Electronic - Due Date TBD
7.3.2	Meter Reduction Scenarios	Electronic - Due Date TBD
7.3.2	Meter Reduction Implementation Plan	Electronic - Due Date TBD
7.3.3	Performance Parking Zone Rate Proposal	Electronic - Due Date TBD
7.3.3	Performance Parking Zone Implementation Plan	Electronic - Due Date TBD
7.3.4	Residential Metered Parking SOP	Electronic - Due Date TBD
7.3.4	Residential Metered Parking Pilot Implementation Plan	Electronic - Due Date TBD
7.3.5	Wayfinding project management plan	Electronic - Due Date TBD

7.3.5	Wayfinding project implementation plan	Electronic - Due Date TBD
7.3.6	Pay by space marker removal SOP	Electronic - Due Date TBD
7.3.6	Cost estimate and pole removal plan	Electronic - Due Date TBD
7.3.7	Innovative technology evaluation report	Electronic - Due Date TBD
7.3.7	Innovative technology implementation SOP	Electronic - Due Date TBD
7.3.9	Project-specific strategic guidance recommendations report	Electronic - Due Date TBD
7.3.10	Program Communications Plan	Electronic - 30 days after CA direction
7.3.10	Citywide Outreach Communications Packet	Electronic, printed, and multimedia - 120 days after CA direction
7.3.10	Focused Stakeholder Outreach Packet	Electronic, printed, and multimedia - 120 days after District direction

9. PERFORMANCE

9.1 Period of Performance

The term of the task order shall be 12 months from date of award.

9.2 Option to Extend the Term of the Contract

9.2.1 The District may extend the base term of this Contract for a period of four (4) option years or successive fractions thereof, by written notice to the Consultant before the expiration of the Contract; provided that the District will give the Consultant a preliminary written notice of its intent to extend at least thirty (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 Consultant may waive the thirty (30) day preliminary notice requirement by providing a written waiver to the Contracting Officer prior to expiration of the Contract.

9.2.2 If the District exercises an option, the extended Contract shall be considered to include this option provision.

9.2.3 The total duration of this contract, including the exercise of any options under this clause, shall not exceed five years.

9.3 Option for Increased Quantity – Separately Priced Line Item

The District may require the delivery of the numbered line items, identified in the Price Schedule as an option item, in the quantity and at the price stated in the Price Schedule. The Contracting Officer may exercise the option by written notice to the Consultant at any time during the term of the task order.

Delivery of added items shall continue at the same rate that like items are called for under the task order, unless the parties otherwise agree.

10. INSTRUCTIONS TO OFFERORS

10.1 Submission Due Date

- Submissions, in whole, shall not exceed 50 pages in length.
- Submissions are due on or before 2:00 PM EST on 12/29/2023.

10.2 Organization and Content

- 10.2.1 Offerors shall submit qualifications on the Standard Form 330 to include all parts and sections via email to the general A/E schedule mailbox at DDOT.aeschedule@dc.gov, Franci Orellana, Contract Specialist, at Franci.Orellana@dc.gov, Larry LaFrance, Contract Specialist, at Larry.LaFrance@dc.gov, and Contracting Officer, at Benita.Scott@dc.gov. Inclusion of other materials by reference will not be considered. All questions must be submitted via email to the aforementioned email addresses no later than seven (7) calendar days before the due date for submissions identified in § 10.1.
- 10.2.2 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 12 of this TO RFQ.
- 10.2.3 Describe your understanding of the project's complexities, and your experience and qualifications in overcoming the type of complexities identified.
- 10.2.4 Provide qualifications and experience regarding implementing best practices and strategies applicable to the requirement, including: avoidance and mitigation of impacts in the adjacent public space; public outreach and communication between stakeholders; experience utilizing QA/QC processes to ensure contract compliance; and identification, management, and mitigation of project risks.
- 10.2.5 Provide relevant information regarding 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. Offerors shall specifically address their past performance in the context of cost control, quality of work, and compliance with performance schedules.
- 10.2.6 Identify (3) three significant potential risks to successful performance and describe your experience and mitigation strategies in overcoming the identified risks.

10.3 Notice of Non-response

10.3.1 In accordance with Section G.16.6.1.3 of the contract, offerors must transmit a notice of non-response to the Contracting Officer by 5 pm local time the 3rd business day after receipt of the request. If an offeror fails to provide timely notification to the District, the missed opportunity will be counted towards the offeror's opportunity count in the applicable category.

11. EVALUATION OF QUALIFICATIONS

Your submission is an opportunity to present your firm's qualifications to successfully perform the requirement. 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 are as follows:

Factor 1 - Professional qualifications necessary for satisfactory performance of required services; **(30 Points)**

Factor 2 - Specialized experience and technical competence in the type of work required; **(40 Points)**

Factor 3 - Capacity to accomplish the work in the required time; **(20 Points)** and

Factor 4 - Past performance on contracts with Government agencies and private industry in terms of cost control, quality of work, and compliance with performance schedules. **(10 Points)**

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

- District eVAL
- Federal Awardee Performance and Integrity Information System (FAPIIS)
- Publicly available information

Factor 5 - Risk Assessment: The offeror's demonstrated (i) understanding of the potential risks to performance, quality, and costs, along with associated mitigation measures for such risks, and (ii) quality of its plan to ensure successful project delivery. **(25 Points)**

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

Total Possible Points: **125**

12. SCORING METHODOLOGY

The technical evaluation panel will review the submittals with reference to the evaluation factors specified in Section 12 in accordance with the rating scale provided in this section and will assign a quantitative rating for each of the evaluation factors.

<u>Numeric Rating</u>	<u>Adjective</u>	<u>Description</u>
0	Unacceptable	Fails to meet minimum requirements, e.g., no demonstrated capacity or offeror did not address the factor.
1	Poor	Marginally meets the minimum requirements; major deficiencies are present.
2	Minimally Acceptable	Marginally meets minimum requirements; minor deficiencies are present.
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.

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 evaluates the Proposer's response as "Good," then the score for that evaluation factor is 4/5 of 50, or 40 points.

Sincerely,

Benita F. Scott

Benita Scott, Contracting Officer

C.C: Haley Peckett, District
Maridel Osborn, District
Franci Orellana, OCP
Larry LaFrance, OCP