



SDOT Consultant Contracts Unit  
**Email for Roster Solicitation**

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**Seattle Department of Transportation**

**Consultant Roster Contract Solicitation, Category 12 - Communications (Small Business Only)**

**Contract 13-57: Inclusive Outreach and Public Engagement (IOPE) – Westlake Cycle Track**

**Submittal Due: July 31, 2013 4:00pm**

As part of the City of Seattle Roster Program, your firm was selected to submit a Statement of Qualification/Proposal for the project detailed below.

Consultants **not** submitting are requested to respond with the following information:

1. Confirmation of Receipt and that your firm performs work covered by the Scope of Work included in this document and
2. Short description regarding the reason why your firm will not be providing a submittal.

Thank you for your participation in the Roster Program. Your response is necessary for helping us meet federal and state audit requirements in selecting consultants.

**Overview**

The City of Seattle, Department of Transportation, invites Statements of Qualifications and Description of the Project Approach from qualified consulting firms to provide communications services for Westlake Cycle Track, Phase 1 (Alternatives Evaluation) and 2 (Final Design). The contract may be amended later to include Phase 3, construction. Services are to follow and implement the City's Inclusive Outreach and Public Engagement (IOPE) Guide, per the City's Race and Social Justice Initiative, and be completed in coordination with the design contractor, Toole Design Group.

The Westlake Cycle Track will be 6,700 feet long, connecting at the north to an existing trail which leads to the Fremont Bridge 1,000 feet north of Halladay Street, and at the south to an existing trail at Aloha Street. The alternatives evaluation will determine the preferred cycle track alternative. This evaluation, at minimum, will include safety, parking lot access/consolidation, parking utilization/impacts/layout, signal operations, and track width. Public outreach is a key component of Phase 1. During Phase 2, plans, specifications and a cost estimate will be prepared for the selected cycle track alternative that results from Phase 1.

Outreach and engagement must begin as soon as possible, with the selected communications consultant able to complete an IOPE Plan, Ethnic Media Plan and stakeholder analysis from the foundation provided by the City and design contractor.

Applicants should make the following general assumptions:

- The City will have the lead role in community outreach decisions with coordination and outreach activities from the Consultant.



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- The City will serve as media spokesperson for the project.
- The Project duration is anticipated to be August 2013 through Q2 2015 to complete concept design and through Q4 2015 to determine final design.
- The Consultant will act as Public Information Officer (PIO) for the project, and will coordinate with the design contractor.
- The Consultant is responsible for meeting deadlines for their tasks only; having no control over those portions of the schedule related to the tasks performed by the City or any third party.
- The objective of the work of the PIO is to:
  - Raise public awareness and understanding of the project's purpose and need
  - Provide timely project information and gather input regarding concerns
  - Build positive working relations with the community and maintain a presence
  - Developing alternative engagement methods to increase information accessibility

### **Scope of Work**

The General Scope of Work for Category 12 of the Consultant Roster Program is as follows: Communications studies, analysis, evaluation, monitoring, recommendations, technical writing, editing, public presentations, group facilitation, graphic art, video production, web development, reports, and expert witness.

The Specific Scope of Work includes the following tasks.

#### 1. Communications Plan

The Consultant will prepare for review and approval a Communications Plan that outlines all proposed communications tasks, roles and responsibilities of the Consultant, including how the consultant will work in concert with the Design Contractor to support a charrette. This Communications Plan shall include **(a.)** completion of an Inclusive Outreach and Public Engagement (IOPE) Plan per the City of Seattle IOPE Guide, pages 13 through 21 embedded below. This encompasses analysis of the project area for Limited English Proficiency (LEP) groups at five percent or greater of the population coupled with reconnaissance to better understand cultural communications needs. The consultant will also prepare **(b.)** a detailed list of stakeholders noting key target groups, interests and concerns, pertinent blogs/media, businesses, residents, apartment and condominium associations and community groups for SDOT review. This list will evolve and be fleshed out as more information is gathered. Finally, to meet City requirements, the consultant will provide **(c.)** a clear Ethnic Media Plan to outreach to and include ethnic media to reach diverse communities. The Communications Plan Draft will be due within 20 calendar days of

*July 19, 2013*

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Notice To Proceed of PIO Agreement.



IOPEguide  
WordVersion04-06-12

### 1.1. Deliverables:

- 1.1.1. Communications Plan utilizing IOPE Guide (1 Draft and 1 Final) electronic and 3 hard copy Finals.
- 1.1.2. List of stakeholders with interests/concerns identified (updated as needed)
- 1.1.3. Ethnic Media Plan
- 1.1.4. Revised IOPE Plan as needed.

### 2. Internal Meetings & Coordination

The Consultant will attend biweekly outreach and engagement coordination meetings with the City to learn of project progress, plan public communications next steps and report on outreach and engagement status.

#### 2.1. Deliverables:

- 2.1.1. Biweekly internal meeting attendance.

### 3. Project Informational Materials

The Consultant will coordinate with the PM, SDOT PIO and Design Contractor to facilitate preparation, production and distribution of communications materials, including press releases, project fact sheets, maps and presentations. These will be submitted to the City for review and approval prior to distribution/use.

#### 3.1. Deliverables:

- 3.1.1. Project fact sheets, press release drafts, maps, limited graphics and PowerPoint presentations (as needed).

### 4. Internal Coordination and Reporting

The Consultant will prepare a short monthly progress report for SDOT, outlining the



progress of activities and objectives per the Communications Plan. Report elements are to include schedule, upcoming outreach events, potential outreach issues and trends in community comments as well as a log of outreach tasks. The Consultant will provide ongoing project management support and strategic council as need throughout the project. Activities will include client communications, quality control measures, and strategic council as needed.

4.1. Deliverables:

- 4.1.1. Monthly Communications Plan Report.

5. Logging Public Inquiries/Comments and other Tracking

The Consultant will maintain a log of all public contact regarding the project, noting comments received and responses provided, as well as reasoning for the responses. This log must be maintained daily and is meant to track all communications forms (i.e. e-mails, phone calls, one-on-one outreach, briefings, etc). The Consultant will also track translations done per the Communications Plan's analysis of the project area, as well as interpreters utilized. Finally, the Consultant will track public comments on the Communications Plan itself, as well as adjustments per those comments, garnered from comment forms at every public meeting, interviews with stakeholders and possibly public surveys.

5.1. Deliverables:

- 5.1.1. Set up/maintain Community Comments/Resolutions Log.
- 5.1.2. Set up/maintain Interpreter Use/Translations Log.
- 5.1.3. Set up/maintain Outreach & Engagement Feedback Log.

6. Public Outreach Meetings & Briefings

The Consultant will help plan, organize and facilitate up to (2) SDOT-hosted public meetings as well as all public briefings, coordinating with the PM, SDOT PIO and Design Contractor. The Consultant will also record meeting summary notes, manage logistics, advertise, prepare materials for, set-up and staff each meeting.

6.1. Deliverables:

- 6.1.1. List of proposed and then finalized briefings with pertinent data.
- 6.1.2. Meeting Plans (1 draft and 1 final, per meeting).



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- 6.1.3. Meeting Materials – e.g. FAQs, Maps, Display Boards, Talking Points, PPT, etc – electronic and hard copy, per meeting, (2 drafts and 1 final per meeting).
- 6.1.4. Meetings Attendance/Facilitation as needed
- 6.1.5. Meeting Summary Notes - (1 drafts and 1 final, per meeting).

## 7. Mailings

The consultant will propose a general mailing area and timeframe(s) to SDOT for its review and approval, as well as produce mailer draft(s) and final content for SDOT to review and approve. The consultant team will be responsible for coordinating, printing and distributing via mail and email. SDOT will be responsible for the cost of printing/mailing.

### 7.1. Deliverables:

- 7.1.1. Drafts and finals of content including graphics.

## 8. Project Website and Social Media

The consultant will create and provide regular updates to SDOT for City-hosted project website. This includes providing news, photos and graphics as well as updates on public feedback and outreach efforts. Web page updates will be submitted to SDOT for review, approval, and City posting.

The consultant team will help set up and manage a Facebook page and will either post information or work with SDOT to post information to that page, SDOT's blog, SDOT's Flickr page and SDOT's Twitter account on a regular basis. The consultant team will also identify other web sites to provide with information and/or links and provide information/links to those sites with SDOT approval.

### 8.1. Deliverables:

- 8.1.1. Regular Webpage Updates and suggested edits.
- 8.1.2. Facebook page content draft and draft updates/postings.
- 8.1.3. SDOT Blog stories – drafts.
- 8.1.4. SDOT Flickr page photos.
- 8.1.5. SDOT Twitter page draft tweets.

## 9. Stakeholder & Community Follow-up



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In coordination with SDOT, the Consultant will work with the community, home-owners associations, neighborhood groups, and other stakeholders to ensure they are kept informed about the project schedule, anticipated impacts, and any other timely information. Attend community meetings; and send timely Information updates to the organizations.

9.1. Deliverables:

- 9.1.1. Updated Community Involvement Results Log.
- 9.1.2. Updated Translations/Interpreters Record
- 9.1.3. Updated Outreach & Engagement Plan Feedback Log.

10. Budget

The Consultant will provide in the Proposal an anticipated budget for the above outlined work, noting the wages of proposed team members and how the staffing plan would balance to efficiently meet the contract directives.

10.1 Deliverables:

- 10.1.1. Budget Plan

**Anticipated Schedule and Costs**

Schedule:

7/31/2013	Submittals Due
8/7/2013	Selection
8/15/2013	NTP
Q2 2015	Concept Design Complete
Q4 2015	Final Design Complete

Costs:

\$200,000 - \$250,000

**Selection Process**

SDOT may use a two-step process for selecting a consultant.

Step 1 (Mandatory)

Evaluate all consultants submitting their qualifications.

Step 2 (Optional)



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Consultant interviews of the most qualified consultants.

**Selection Criteria and Submittal Description/Limitations:**

1. Experience with public engagement and outreach for a transportation project involving a bicycle facility. (15 points)
2. Demonstrated experience successfully engaging freight and business stakeholders on a controversial issue. (20 points)
3. Experience working in partnership with a local government entity and design contractor on a transportation project. (10 points)
4. Demonstrated knowledge of the Westlake Community, its neighborhood stakeholders and their concerns. (20 points)
5. Capacity to dedicate staff for up to 40 hours/week and provide up to three staff members, as needed. (15 points)
6. Clarity and understanding of ethnic media as part of a larger communications plan. (10 points)
7. Efficiency and balance of proposed budget. (10 points)

To evaluate these criteria and to communicate experience and general project approach, SDOT requests the following:

1. One-page (single-sided) cover letter stating firm's qualifications, identifying Communications Lead and outreach team, and Consultant Contract Contact: Name, Mailing Address, Telephone Number and Email Address.
2. Maximum two-page (double-sided) summary of relevant project experiencing including:
  - General project approach for IOPE implementation for the Westlake Cycle Track project.
  - Project Experience of Outreach Lead.  
Describe the experience of the proposed Outreach Lead relevant to Selection Criteria 1 through 4; specify the services provided, contract amount, and client's project manager name, email, and phone number.
  - Firm Experience.  
Discuss the firm's experience with communications relevant to IOPE guidelines, and staff capacity/availability for this Project.
- Completed Consultant Questionnaire



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ccConsultantQuestionnaire.doc

**Contract Modifications & Negotiations**

The SDOT consultant contract is provided



Boilerplate - Local  
Agency 2012.docx

Consultants submit proposals understanding all Contract terms and conditions are mandatory and no negotiations of those terms will be invited. Submittal of a proposal is agreement to the entire Contract without exception, unless the City brings forward contract modifications for negotiation. The City has the right to negotiate changes to submitted proposals and to change the City's otherwise mandatory Contract form during negotiations. If the Consultant is awarded a contract and refuses to sign the Contract as provided in this solicitation, the City may reject the Consultant from this and future solicitations for the same work. Under no circumstances shall Consultant submit its own boilerplate of terms and conditions.

A&E Contract Negotiations: The highest ranked Submitter will be asked to bring forward a fee schedule and pricing proposal for negotiation and discussion with the City. The City may negotiate any aspect of the proposal or the solicitation. If the City and the Consultant fail to reach agreement on the proposal, solicitation or final fees, the City may move to the second most qualified candidate.

Please submit the above information to the following email addresses **no later than 4:00 p.m. on July 31, 2013.**

Seattle Department of Transportation  
Dominic Kirangi, Contracts Specialist  
[Dominic.Kirangi@seattle.gov](mailto:Dominic.Kirangi@seattle.gov)

With a copy to:  
SDOT Department of Transportation  
Barbara Lee, Project Manager  
[Barbara.Lee@seattle.gov](mailto:Barbara.Lee@seattle.gov)

Consultants will be notified of their selection status by August 7, 2013. Any questions regarding this opportunity may be directed to the Seattle Department of Transportation's Project Manager Barbara Lee at [Barbara.Lee@seattle.gov](mailto:Barbara.Lee@seattle.gov).





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The answers to all questions submitted at least 2 days prior to the Submittal Due date will be sent to all the consultants invited to propose.