

State of Washington
Department of Transportation

Notice to Consultants

Toll Division – Government Relations/Communications Support

Revised March 10, 2023

The Washington State Department of Transportation (WSDOT) solicits interest from consultants who wish to be evaluated and considered to provide Toll Division – Government Relations/Communications Support. One (1) agreement may be awarded. The agreement will be approximately six (6) years in duration. The agreement amount will be approximately One Million One Hundred Sixty Three Thousand Dollars (\$1,163,000.00) over the full term of the agreement with the option for WSDOT to supplement it for additional time and money.

WSDOT reserves the right to amend terms of this “Request for Qualifications” (RFQ) to circulate various addenda, or to withdraw the RFQ at any time, regardless of how much time and effort consultants have spent on their responses.

Project Description

The WA State Department of Transportation Toll Division (Toll Division) is responsible for a suite of regionally significant strategic activities within the Puget Sound region. The office is looking for government relations / strategic communications to support the Divisions' inter-government relations, inter-agency, and public communications activities to ensure that planning and messaging is strategic and consistent, and that key stakeholder considerations are understood and factored into decision-making. The CONSULTANT would also supplement state staff when required for strategic governmental and communications activities.

The Period of Performance for this work is upon execution through June 30, 2029, with the option for WSDOT to supplement it for additional time.

The proposed **Scope of Work** for this work is as follows:

1.0 Project Management, Division Coordination and Contract Administration

The CONSULTANT shall provide project management and ongoing coordination meetings as requested by the Toll Division. The CONSULTANT shall also assist with ongoing planning and coordination with other internal agency staff, partner agencies and external entities as requested by the Toll Division. The Toll Division has multiple ongoing initiatives, which require in-depth knowledge of and understanding of continuity of these efforts. The CONSULTANT shall assist with ongoing planning and facilitation efforts at the request of the Toll Division Director to support the mission of the Toll Division. The CONSULTANT shall also conduct monthly progress reporting and invoicing functions that explain and track progress of initiatives and track monthly and accumulative expenditures.

Approach

CONSULTANT activities shall include but not be limited to:

- Develop and implement facilitation or initiative plans, building from previous work and knowledge of ongoing Toll Division initiative and activities
- Assist with Toll Division short- and long-term planning
- Plan, facilitate, and participate in internal and external meetings related to Toll Division activities or priorities as necessary
- Ongoing coordination with WSDOT HQ, other WSDOT offices, and WSTC as requested
- Participate in weekly meetings with Toll Division Director
- Develop meeting agenda and materials for CONSULTANT facilitated meetings
- Facilitate up (3) meetings per month

Deliverables

- 1.1 Meeting minutes for CONSULTANT facilitated meetings and meeting notes for any meeting attended including a Meeting Log.
- 1.2 Monthly invoice and progress report detailing CONSULTANT activities during billing period, a summary of work completed and issues during current invoice period, and upcoming work and issues planned for next month

2.0 Strategic Communications Support

Objective

The CONSULTANT shall provide communications support, in coordination with the Toll Division Communications Manager, that includes assistance in communication activities, strategic advice and coordination as requested within the Toll Division, including WSDOT Headquarters. Communication strategies should reflect an understanding of tolling in Washington State and highlight the benefits and challenges of roadway user fees that the Toll Division must communicate on a daily basis. Tolling is very complex in its implementation and administration and the CONSULTANT communication support should reflect those complexities while striving to communicate in a straight-forward fashion.

Approach

CONSULTANT activities shall include but not be limited to:

- Serve as CONSULTANT lead for strategic communications working with the Toll Division Communications Manager to support to the Toll Division Director
- Develop, review, and assist with implementation of communication and outreach plans and strategies related to Toll Division initiatives
- Develop communications and outreach strategies for relationships with the existing and future toll facilities in Washington State.
- Develop and implement communications and outreach strategies for interagency cooperation in collaboration with partner agencies communications staff
- Assist with Toll Division short- and long-term communications planning
- Plan, facilitate, or attend internal and external meetings related to Toll Division activities or priorities as necessary

- Ongoing coordination with WSDOT HQ, other WSDOT offices, and WSTC as requested

Deliverables

2.1 Ongoing communication support including folios, talking points, media strategies, and initiative specific communication plans.

3.0 Government Relations Strategy and Implementation Support

Objective

The CONSULTANT shall provide local, state, or federal government relations support as requested within the Toll Division. This work shall include ongoing government relations efforts to ensure consistent support to legislative staff, local and state elected officials, and other civic leaders involved in or important to Toll Division initiatives.

Approach

CONSULTANT activities shall include but not be limited to:

- Analysis of bills introduced by legislators during legislative sessions, which have potential impact on the Toll Division
- Ongoing coordination with partner agencies regarding toll division activities and project launches.
- Draft legislation reports as requested
- Draft government relations strategies report to support Toll Division initiatives
- Attendance at internal and external meetings related to Toll Division activities or priorities as necessary
- Ongoing coordination with WSDOT HQ, divisions within UMAM, other WSDOT offices, and WSTC as requested

Deliverables

3.1 Bill Analysis Report for identified legislation

3.2 Legislation Report(s) if requested

3.3 Government Relations Strategies Report to support Toll Division initiatives

UDBE or MSVWBE Participation

WSDOT has an overall Disadvantaged Business Enterprise DBE Goal. The DBE goal for participation will be obtained through a combination race-neutral/race-conscious means as outlined in WSDOT's "Disadvantaged Business Enterprise Program Plan". The resulting Master Agreement (Agreement) from this RFQ will be subject to a **16%** DBE goal. If the Consultant fails to meet the DBE goal attainment for the Agreement, good faith effort (GFE) documentation complying with the requirements of Appendix A of 49 CFR 26 shall be submitted to WSDOT for approval in lieu of meeting the goal.

The selected consultant will be required to submit DBE Commitment Forms for approval prior to agreement execution.

<https://wsdot.wa.gov/publications/fulltext/forms/226-016.pdf>

For more information about the DBE program:

<https://www.wsdot.wa.gov/EqualOpportunity/DBE.htm>

WSDOT encourages disadvantaged, small, minority, veteran and women-owned consultant firms to respond to this RFQ.

Evaluation Criteria

Pursuant to state and Federal regulations, a qualifications-based selection process will be used to select consultants for each of these areas of expertise. The following information and criteria will be used to evaluate and rank responses:

1. Consultant firm's experience, ability, and capacity specific to tolling, working with legislators, local and state agencies. and civic leaders; knowledge and experience in bill analysis, draft legislative reports, and internal coordination;
2. Qualifications of Proposed Project Manager;
3. Key Team Members Qualifications (Prime Consultant and Sub-Consultants);
4. Responsiveness to schedule during legislative session;
5. Project Delivery Approach;
6. Contractor Certification – Workers' Rights (Prime and Sub-Consultants);
7. References/Past Performances (Prime Consultant Only); and
8. Cost Factors (Prime Consultant & Sub-Consultants),

After the submittal review, firms will be short-listed and invited to interview. The interview score will be based on the team's ability to demonstrate their combined experience, capabilities, and approach to deliver the program. Final selection from short listed firms shall be made based upon:

- Interview/additional qualifying information scoring only.
 Combined results of the submittal and the interview/additional qualifying information scoring.

Note: It is imperative that the consultant reviews the definitions of the scoring criteria. We have included requirements and/or limitations for the information that is being requested.

Submittals

Consultants are invited to submit their Statement of Qualifications (SOQ) at their own cost. WSDOT assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. The submittal must be submitted as separate Adobe Reader compatible (pdf) files and formatted as follows:

- Submitted as an 8.5" x 11" sheet, single sided only, and with text (font) size no smaller than 12 points; and
- If charts and/or graphs are utilized text (font) size must be no smaller than 8 points.

Your SOQ must be broken into two (2) separate packets. Your SOQ "Packet A" must consist of:

- Your responses to scoring Criteria 1 through 5, 8; and
- Packet "A" is limited to 30 pages, single sided only, not including the front and back cover.

Your SOQ “Packet B” must consist of:

- Your letter of transmittal.
- ~~Compliance with statutes and rules related to contracts or services.~~
- Contractor Certification – Workers’ Rights; and
- Packet “B” has no page number limitations.

The SOQ shall meet the following requirements or may be deemed non-responsive and may not be eligible for consideration of this work:

- Title of the RFQ and your firm clearly identified on the cover of the submittal Packets “A” and “B”, and the letter of transmittal.
- SOQ broken into “Packet A” and “Packet B” (two (2) separate documents) as indicated above.
- Responsive to all evaluation criteria.
- Meeting page limitations and font size requirements; and
- Meeting submittal deadline submission date and time.

Faxed submittals will not be accepted. Submittals must arrive at the following email address no later than 4:00 p.m. PST on March 15, 2023. Submittal email address: CSOSubmittals@wsdot.wa.gov

Note: Submitters may want to consider setting your email to automatically receive a “Delivery/Read Receipt” for confirmation purposes, as WSDOT will not respond with notification of receipt.

Multiple emails are acceptable due to file size limitations of 20mb per email.

Debriefing Procedures

A. Debrief Conferences

CSO offers, if requested, a debrief to all proposers. The request must be submitted in writing, within three (3) business days of official notification of selection. The request shall be sent to WSDOTCSO@wsdot.wa.gov.

B. Debrief Protests

All debrief protests must be submitted in writing, within 5 business days of the debrief conference. The request shall be sent to WSDOTCSO@wsdot.wa.gov.

Protest Procedures

A. Form and Substance

All protests regarding any contents or portion of this RFQ must be submitted to WSDOT Headquarters Consultant Services Office (CSO). Protests must be received by CSO between the submittal due date, as shown on the last page of this RFQ, and no later than 3:00 PM PST, two (2) business days following the submittal due date. All protests must be in writing and signed by the Proposer/protestant or an authorized agent. Such writing must state all facts and arguments on which the Proposer/protestant is relying as the basis for its action. Such Proposer/protestant shall also attach, or supply on demand by CSO, any relevant exhibits referenced in the writing. Copies of all protests and exhibits shall be mailed or delivered by the Proposer/protestant to the Proposer

against whom the protest is made (if any) at the same time such protest and exhibits are submitted to CSO. All protests shall be directed to:

CSOSubmittals@wsdot.wa.gov

B. Pre-Selection Protests

To allow sufficient response time, all pre-selection protests (i.e., prior to CSO's official selection of the successful proposal(s)) must be received by CSO no later than 3:00 p.m. PST of the second business day after the Final Proposal Due Date. If the protest is mailed after the Final Proposal Due Date, and before the pre-selection protest deadline, the Proposer/protestant shall immediately notify CSO's Manager by telephone, or some other means of rapid communication, that a protest has been made.

CSO shall consider all the facts available to it, and issue a decision in writing within five (5) business days after receipt of the protest, unless more time is needed. The Proposer/protestant and the Proposer(s) against whom the protest is made will be notified if a longer time is necessary and, if the additional time required affects the Final Proposal Due Date or the selection date, all Proposers shall be notified.

CSO's decision shall be final and conclusive. Selection of the successful Proposer, if any, will be postponed until after CSO has issued its decision.

C. Post-Selection Protests

CSO shall notify all unsuccessful Proposers of CSO's selection decision. To allow sufficient response time, all post-selection protests must be received by CSO no later than 3:00 p.m. PST of the second business day after receipt of a Non-Selection Notice. If the protest is mailed before the post selection protest deadline, the Proposer/protestant shall immediately notify CSO's Manager by telephone, or some other means of rapid communication, that a protest has been made.

CSO shall consider all the facts available to it, and issue a decision in writing within five (5) business days after receipt of the protest, unless more time is needed. The Proposer/protestant and the Proposer(s) against whom the protest is made will be notified if a longer time is necessary and, if the additional time required affects the Award Date, all Proposers will be notified.

CSO's decision shall be conclusive unless appeal from it is taken by an aggrieved firm to the Superior Court of Thurston County within five (5) calendar days after receiving notice of CSO's decision on the protest. The court shall hear any such appeal on CSO's administrative record for the project. The court may affirm CSO's decision, or it may reverse the decision if it determines the action of CSO was arbitrary and capricious.

Post-selection protests which do not comply with the above-specified procedures will not be considered.

D. Post-Debrief Protests

To allow sufficient response time, all post-debrief protests must be received by CSO no later than 3:00 p.m. PST of the second (2nd) business day following the debrief. If the protest is mailed before

the Post-Debrief protest deadline, the Proposer/protestant shall immediately notify CSO's Manager by telephone, or some other means of rapid communication, that a protest has been made.

CSO shall consider all the facts available to it, and issue a decision in writing within five (5) business days after receipt of the protest, unless more time is needed. The Proposer/protestant and the Proposer(s) against whom the protest is made will be notified if a longer time is necessary and, if the additional time required affects the Final Proposal Due Date or the selection date, all Proposers shall be notified.

CSO's decision shall be final and conclusive. Selection of the successful Proposer, if any, will be postponed until after CSO has issued its decision

System for Award Management (SAM) Excluded Parties Records

- A. Per federal regulations, CSO is required to ensure, to the best of its knowledge and belief, that none of the principals, affiliates, third party Contractors and subcontractors are suspended, debarred, ineligible or voluntarily excluded from participation in federally assisted transactions or procurements. Federal regulations require CSO to review records of excluded parties in the federal System for Award Management (SAM) before entering into any third-party Contracts exceeding \$25,000.00.
- B. Prior to award of a federally funded Contract, CSO will search the SAM system to ensure that excluded parties do not participate in covered transactions.
- C. To learn more about the federal SAM, go to www.sam.gov/portal/public/SAM/.

Public Records

Submittals received as a result of this RFQ, and the resulting score sheets may be posted to CSOs web page.

To the extent consistent with chapter 42.56 RCW, the Public Disclosure Act, WSDOT shall maintain the confidentiality of Consultant's information marked confidential or proprietary. If a request is made to view Consultant's proprietary information, WSDOT will notify Consultant of the request and of the date that the records will be released to the requester unless Consultant obtains a court order enjoining that disclosure. If Consultant fails to obtain the court order enjoining disclosure, WSDOT will release the requested information on the date specified.

WSDOT's sole responsibility shall be limited to maintaining the above data in a secure area and to notify Consultant of any request(s) for disclosure for so long as WSDOT retains Consultant's information in WSDOT records per state law. Failure to so label such materials or failure to timely respond after notice of request for public disclosure has been given shall be deemed a waiver by Consultant of any claim that such materials are exempt from disclosure.

Americans with Disabilities Act (ADA) Information

This material can be made available in an alternate format by emailing the WSDOT Diversity/ADA Affairs team at wsdotada@wsdot.wa.gov or by calling toll free 1-800-362-4ADA(4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.

Title VI Statement to Public

It is the Washington State Department of Transportation's (WSDOT) policy to assure that no person shall, on the grounds of race, color, national origin, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its programs and activities. Any person who believes their Title VI protection has been violated, may file a complaint with WSDOT's Office of Equal Opportunity (OEO). For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact OEO's Title VI Coordinator at (360) 705-7090.

Americans with Disabilities Act (ADA) Information

This material can be made available in an alternate format by emailing the WSDOT Diversity/ADA Affairs team at wsdotada@wsdot.wa.gov or by calling toll free, 855-362-4-ADA(4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.

Notificación de Título VI al Público

Es la política del Departamento de Transportación del Estado de Washington (WSDOT, por sus siglas en inglés) asegurarse que ninguna persona, por razón de raza, color, u origen nacional, según provee el Título VI de la Ley de Derechos Civiles de 1964, pueda ser excluido de la participación, negado los beneficios de o ser discriminado de otra manera bajo cualquiera de sus programas y actividades. Cualquier persona que crea que su protección bajo el Título VI ha sido violada, puede presentar una queja o reclamación ante la Oficina de Igualdad de Oportunidades (OEO, por sus siglas en inglés) del Departamento de Transportación del Estado de Washington (WSDOT, por sus siglas en inglés). Para obtener información adicional sobre los procedimientos de quejas y/o reclamaciones bajo el Título VI y/o información sobre nuestras obligaciones anti-discriminatorias, pueden contactar al coordinador del Título VI en la EEOC 360-705-7090.

Información de la Ley sobre Estadounidenses con Discapacidades (ADA, por sus siglas en inglés)

Este material está disponible en un formato alternativo, que puede ser solicitado al enviar un correo electrónico a la Oficina de Igualdad de Oportunidades (OEO, por sus siglas en inglés)/ wsdotada@wsdot.wa.gov o llamando gratis al siguiente número de teléfono: 855-362- 4ADA (4232). Personas sordas o con discapacidad auditiva pueden solicitar la misma información llamando al Washington State Relay al 711.

한국어-Korean

제 6 조 관련 공지사항

1964년 민권법 제6조의 규정에 따라, 누구도 인종, 피부색, 출신 국가 이유로 프로그램 및 활동에 대해 참여 배제, 혜택 거부 또는 그 밖의 차별을 받지 않도록 하는 것이 워싱턴주 운수국(WSDOT)의 정책입니다. 제6조에 따른 보호를 위반했다고 판단될 경우 누구든지

WSDOT의 평등 기회 사무국(OEO)에 불만을 제기할 수 있습니다. 제6조에 따른 불만 처리 절차 및/또는 차별금지 의무 내용에 관한 추가 정보는, (360) 705- 7090을 통해 OEO의 제6조 조정관에게 문의하십시오.

미국 장애인법(ADA) 정보

해당 자료는 평등 기회 사무국 이메일 wsdotada@wsdot.wa.gov 또는 수신자부담전화 855-362-4ADA (4232)를 통해 요청하시면 대체 형식으로 받아보실 수 있습니다. 청각 장애인은 워싱턴주 중계 711 로 전화하여 요청하실 수 있습니다.

русский-Russian

Раздел VI Общественное заявление

Политика департамента транспорта штата Вашингтон (WSDOT) — в соответствии с разделом VI Закона о гражданских правах 1964 года, обеспечить всем лицам вне зависимости от расы, цвета кожи, национальности право пользоваться всеми муниципальными программами департамента, участвовать в муниципальных мероприятиях, проводимых департаментом, и не подвергаться дискриминации. Любое лицо, считающее, что по отношению к нему не соблюдается раздел VI, может подать жалобу в управление по обеспечению равных возможностей WSDOT (OEO). Для дополнительной информации о процедуре подачи жалобы по поводу несоблюдения раздела VI, а также об информации о наших обязательствах по борьбе с дискриминацией, пожалуйста, свяжитесь с координатором OEO по разделу VI по телефону (360) 705-7090.

Закон США о защите прав граждан с ограниченными возможностями (ADA)

Данный материал может быть предоставлен в другом формате. Отправьте электронное письмо в управление по обеспечению равных возможностей по адресу wsdotada@wsdot.wa.gov или позвоните на бесплатную горячую линию по номеру 855-362- 4ADA (4232). Глухие и слабослышащие лица могут сделать запрос, позвонив в специальную диспетчерскую службу штата Вашингтон по номеру 711.

tiếng Việt-Vietnamese

Thông báo Khoản VI dành cho công chúng

Theo Khoản VI Đạo luật Dân quyền 1964, Chính sách của Sở Giao thông Tiểu bang Washington (WSDOT) đảm bảo không ai bị loại bỏ, từ chối quyền lợi, hay nói cách khác bị phân biệt đối xử trong mọi hoạt động và chương trình do Liên bang tài trợ dựa trên chủng tộc, màu da, nguồn gốc quốc gia. Bất kỳ ai tin rằng mình không được đảm bảo quyền lợi theo Khoản VI có thể nộp khiếu nại lên Văn phòng Cơ hội Công bằng (Office of Equal Opportunity, OEO) của WSDOT. Để biết thêm thông tin liên quan đến các thủ tục khiếu nại theo Khoản VI và/hoặc thông tin liên quan đến các nghĩa vụ không phân biệt đối xử của chúng tôi, vui lòng liên hệ Điều phối viên Khoản VI của OEO theo số (360) 705-7090.

Thông tin về Đạo luật Người Mỹ tàn tật (Americans with Disabilities Act, ADA)

Bạn có thể yêu cầu cung cấp tài liệu này dưới định dạng khác bằng cách gửi email đến Văn phòng Cơ hội Công bằng theo địa chỉ wsdotada@wsdot.wa.gov hoặc gọi đến số điện thoại miễn phí 855-362-4ADA(4232). Người điếc hoặc khiếm thính có thể yêu cầu bằng cách gọi cho Dịch vụ Tiếp âm Tiểu bang Washington theo số 711.

العَرَبِيَّة - Arabic

العنوان 6 إشعار للجمهور
تتمثل سياسة إدارة النقل بولاية واشنطن (WSDOT) في ضمان عدم استبعاد أي شخص على أساس العرق أو اللون أو الأصل القومي أو الجنس، وفق ما يُنص عليه في العنوان 6 من قانون الحقوق المدنية لعام 1964، من المشاركة في، أو الحرمان من فوائد، أو التعرض للتمييز في أي من برامجها وأنشطتها. ويمكن لأي شخص يعتقد بأنه قد تم انتهاك حمايته التي يضمنها له العنوان 6 من القانون سالف الذكر، تقديم شكوى إلى مكتب تكافؤ الفرص (OEO) التابع لإدارة النقل بولاية واشنطن (WSDOT). للحصول على معلومات إضافية بشأن إجراءات الشكاوى المتعلقة بالعنوان 6 من القانون سالف الذكر و/أو الحصول على المعلومات المتعلقة بالتزاماتنا ذات الصلة بعدم التمييز، يُرجى الاتصال بالمنسق المعني بشؤون العنوان 6 من القانون سالف الذكر في مكتب تكافؤ الفرص على الرقم (360) 705-7090.

معلومات قانون الأمريكيين ذوي الإعاقة (ADA)
يمكن طلب توفير هذه المواد في تنسيق بديل عن طريق إرسال بريد إلكتروني إلى مكتب تكافؤ الفرص على عنوان البريد الإلكتروني wsdotada@wsdot.wa.gov أو عن طريق الاتصال على الرقم المجاني 855-362-4ADA(4232). يمكن للأشخاص الصم أو ضعاف السمع تقديم طلب عن طريق الاتصال بخدمة Washington State Relay على الرقم 711.

Translation Services

If you have difficulty understanding English, you may, free of charge, request language assistance services for this Department information by calling (360) 705-7090 , or email us at:

TitleVI@WSDOT.WA.GOV.

Aviso a personas con dominio limitado del idioma inglés: Si usted tiene alguna dificultad en entender el idioma inglés, puede, sin costo alguno, solicitar asistencia lingüística con respecto a esta información llamando al (360) 705-7090, o envíe un mensaje de correo electrónico a: TitleVI@WSDOT.WA.GOV.

các dịch vụ dịch thuật

Nếu quý vị không hiểu tiếng Anh, quý vị có thể yêu cầu dịch vụ trợ giúp ngôn ngữ, miễn phí, bằng cách gọi số (360) 705-7090 hoặc email cho chúng tôi tại: TitleVI@WSDOT.WA.GOV.

번역 서비스

영어로 소통하는 것이 불편하시다면, (360) 705-7090으로 전화하시거나 다음 이메일로 연락하셔서 무료 언어 지원 서비스를 요청하실 수 있습니다: TitleVI@WSDOT.WA.GOV.

Услуги перевода

Если вам трудно понимать английский язык, вы можете запросить бесплатные языковые услуги, позвонив по телефону (360) 705-7090 или написав нам на электронную почту:

TitleVI@WSDOT.WA.GOV.

العربية - Arabic
خدمات الترجمة

إذا كنت تجد صعوبة في فهم اللغة الإنجليزية، فيمكنك مجاناً طلب خدمات المساعدة اللغوية عن طريق الاتصال بالرقم (360) 705-7090، أو مراسلتنا عبر البريد الإلكتروني: TitleVI@WSDOT.WA.GOV.

Any questions regarding this RFQ should be directed to WSDOT's Headquarters Consultant Services Office at CSOSubmittals@wsdot.wa.gov or March 8, 2023.

Questions will be accepted through 4:00pm PST.

Questions and answers will be posted in the form of a Q&A document on the advertisement webpage. Questions are posted on the webpage anonymously.

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