



Washington  
Metropolitan  
Area  
Transit  
Authority

## Scope of Work

---

# Public Participation Plan Outreach Teams

Prepared By: Lisa Schooley

Date: 5/21/2015 - UPDATED

Approved By: \_\_\_\_\_

Approval Date: \_\_\_\_\_



## Introduction

Require up to four professional on-call consultants to assist the Washington Metropolitan Area Transit Authority's (WMATA) Office of External Relations to support Metro's new Public Participation standards with public communications and outreach. WMATA is soliciting for one to four consultants to enter into a Basic Ordering Agreement whereby selected firms are prequalified to compete for Task Orders on an "as needed" and "as requested" basis. WMATA contemplates to award for a period of performance of one base year plus four one year options.

## Background

As a recipient of federal funds and per Title VI of the Civil Rights Act of 1964 and its implementing regulations, FTA now requires that public transit providers create a Public Participation Plan (PPP) that describes both the proactive strategies the Authority will use to engage minority and Limited English Proficient (LEP) populations and the desired outcomes of this outreach. WMATA's PPP was developed through a year-long, multi-step process and led by a cross departmental team with representation from offices and departments that currently lead public outreach activities. This plan was approved by the WMATA Board of Directors in September 2014 and submitted to the FTA as part of WMATA's triennial Title VI program update.

The entire plan can be read online at

[http://wmata.com/community\\_outreach/public\\_participation\\_plan.cfm](http://wmata.com/community_outreach/public_participation_plan.cfm).

WMATA's PPP includes recommended strategies to ensure that WMATA's public participation activities are effective, efficient and compliant with federal requirements for inclusive public participation. This includes robust, diverse and purposeful public outreach. Due to the volume of projects throughout WMATA that require public outreach, the ability to schedule outreach teams under short notice and a tight deadline, and the diverse needs of the type of outreach, culturally or linguistically, outside support staffing is needed.

## Scope of Work

The Washington Metropolitan Area Transit Authority seeks on-call contractor(s) for the following Basic Ordering Agreement. Task orders may include but is not limited to the following deliverables:

- Conduct surveys to gather feedback at public outreach events using a variety of tactics, including tablet/electronic and paper collection methods at various locations throughout the region, in up to seven languages other than English.
- Serve as WMATA project ambassadors at events and other outreach initiatives
- Provide public engagement support for WMATA staff, which may include event/outreach planning and coordination, event design, event location research and booking, feedback analysis and reporting
- Create professional teams of individuals based on the needs of the project which may be based on gender, race, ethnicity, and languages spoken (Street Teams). Languages may include, but are not limited to, Spanish, French, Chinese, Korean, Vietnamese, or Amharic.
- Document and create reports based on verbal or written feedback, possibly including data entry of written surveys or comment cards.



The contractor(s) must be able to transport materials to the necessary location(s) and replenish on-site following WMATA safety standards. After event(s) are completed, contractor(s) must inventory all materials and return to WMATA within 2 business days of the last event. Street team members must be able to attend WMATA safety and event specific training, and act and look professional, abiding by the dress code or uniform, at all times while representing WMATA. Contractor staff must at a minimum have a GED or High School equivalent.

The contractor(s) must have the ability to track their teams and provide a detailed report with photos to WMATA on estimated attendance, number of interactions/materials handed out, customer feedback and general observations about the location, customer response, etc. within 48 hours in template provided in the task order. Based on the task order, contractor(s) may be responsible for transportation costs related to travel to and from outreach locations, which may include fare for inside the revenue area of Metrorail and parking fees.

WMATA will provide electronic devices when necessary for the completion of a task order. The contractor(s) will be solely responsible for any loss or damage to WMATA issued devices while in the contractor's care, custody or control.

Each task order will be bid upon between the contractor(s) at a firm fixed price and award based on Best Value. All bids must be responded to within 5 business days. Project lead time will vary based on the type of project and timeline (minimum of two weeks once bid is accepted).

Awarded contractors shall sign a Non-Disclosure Agreement.

## Performance and Acceptance Criteria

- Demonstrate understanding of the scope required by WMATA by providing portfolio relevant to this scope required with the application.
- Demonstrate previous successful efforts to partner with Client's marketing and communication team. By the term "partner", the WMATA means a cooperative sharing of the expertise and effort necessary for the completion of the required work.
- Demonstrate high-quality customer service with the ability to communicate clearly and interact with the public professionally, in crowded, fast-paced and high-stress environments.
- Demonstrate the ability to provide high quality post-event reports.
- Demonstrate strategies on how to hire, train and retain staff for successful community outreach.
- Demonstrate ability to provide a local presence to attend meetings at various locations within the DC metro area, transport materials to/from WMATA headquarters, and the ability for project managers working on this account to attend one WMATA outreach training session each year.

## Technical Specifications

Each proposer shall include the following information in its technical proposal. The burden is on the proposer to affirmatively demonstrate in its proposal that all of the qualification requirements and



evaluation criteria listed above are met.

- Portfolio format is at the discretion of the contractor. All examples must represent work of the individual or team that would work on this account. If a contractor meets the minimum qualifications, a portfolio presentation and small-scope sample project may be requested.
- A general description of the proposer's bench strength, sufficient to demonstrate the proposer's ability to provide quick turnaround and turnkey solution for WMATA.
- Resumes of all project manager(s) that will assigned to work on this account if selected.