



Washington  
Metropolitan  
Area  
Transit  
Authority

## Scope of Work

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# Public Participation Plan Strategic Communications & Graphic Design

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

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## Introduction

Require up to five professional on-call consultants to assist the WMATA Office of External Relations to support Metro's new Public Participation standards with public communications and marketing. WMATA is soliciting for one to five consultants to enter into a Basic Ordering Agreement whereby the firm is 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 Title VI report.

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 simple, clear and well-designed strategic communications materials, print and digital, that appeal to the targeted communities. Due to the volume of projects throughout WMATA that require diverse communication materials, possibly with the use of specialized maps, charts, illustration, video and infographics and the ability to produce drafts and edits under short notice and a tight schedule, outside 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:

- Design and write materials for communications and outreach projects, which may include presentations, events, branding/marketing materials, websites, and reports
- Design/create/edit infographics, illustrations, charts, icons, websites, videos and maps based on the need and audience of the project
- Interpret technical transit/finance language into easy-to-read materials for public consumption
- Reproduce a project for multiple types of media (web, video, print, PowerPoint, etc.)

The contractor(s) must provide high-quality work with the ability to respond to feedback and edits quickly. The contractor(s) must have the ability to provide drafts and final products in a timely manner based on the timeline established in the task order



Based on the task order, contractor(s) may be responsible for transportation costs related to travel to and from meeting locations, which may include fare and parking fees.

Each task order will be bid upon between the contractor(s) at a firm fixed price and awarded based on Best Value. All bids must be responded to within 2 business days. Project lead time will vary based on the type of project and timeline (minimum of two weeks).

Awarded contractors shall sign a Non-Disclosure Agreement.

### **Performance and Acceptance Criteria**

- Demonstrate understanding of the scope required by WMATA by providing a high-quality portfolio with samples 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 ability to provide a local presence to attend meetings at various locations within the DC metro area. If no local presence is available explain how project team representation will be accomplished along with when on-site meeting should be scheduled or desirable.

### **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 samples 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.