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Washington
Metropolitan
Area
Transit
Authority

Request For Information

Public Participation Plan Outreach Teams

RFI No. 15-40915/RSS

RFI Issue Date: April 9, 2015

Response Due Date: April 28, 2015

Washington Metropolitan Area Transit Authority
RFI: 15-40915/RSS

Date: April 9, 2015

SUBJECT: RFI No.15-40915/RSS

Dear Sir/Madam:

The Washington Metropolitan Area Transit Authority (WMATA) is requesting interested firms to provide input associated with this Request for Information (RFI). Any suggestions received through this inquiry may be incorporated into a final work scope that will provide the basis for a possible procurement solicitation.

This RFI is intended to gather information regarding the outreach campaigns of WMATA in the public participation plan (PPP). To know more about the PPP of WMATA, please see the attached PDF copy (WMATA PPP) issued together with this RFI.

WMATA will not be responsible for any cost the vendor may incur in furnishing this information.

Submission of the requested information should be received no later than **2:00PM, April 28, 2015**. Please send response via email attachment to Rod So at rso@wmata.com reference RFI: 15-40915/RSS.

Thank you for your interest in this request.

Sincerely,



Contracting Officer
Office of Procurement and Materials

Enclosure:

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I. INTRODUCTION

The Washington Metropolitan Area Transit Authority (WMATA) is gathering information that may facilitate a formal procurement process and invites interested firms to provide information through this Request for Information (RFI) process.

Any suggestions received through this inquiry may be incorporated into a final work scope that will provide the basis for a possible procurement solicitation. The information WMATA is looking for is associated with the public participation plan specifically for the outreach teams.

If a solicitation is released, it will be advertised on the WMATA website at http://www.wmata.com/business/procurement_and_contracting/solicitations/

II. OBJECTIVE OF THE RFI

This RFI provides the opportunity to assist WMATA with gathering specific information for implementing the outreach programs of the public participation plan.

The objectives of this RFI are to:

1. Gather information on how interested firms are qualified and selected in a possible outsourcing of task in the outreach programs of WMATA for the public participation plan.
2. Receive feedback from interested firms on the different types of resources needed to perform task and how they will be utilized.
3. See if there are distinct strategies that can be recommended by interested firms and how the strategies will help accomplish the purpose of the outreach teams in the public participation plan.
4. Identify the various performance measurements and ascertain that the objectives of the tasks are achieved.
5. Get responses and even inquiries that may cause WMATA to revise the (possible) solicitation requirements before it is issued.

Responses to this RFI will not be used to qualify proposers/vendors for future solicitations, nor are they a pre-condition to responding to future request for quotations, proposal, and or invitation for bids.

III. 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. Please see attached PDF copy (WMATA PPP) of the WMATA's public participation plan issued together with this RFI.

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.

IV. SPECIAL CONSIDERATIONS

The possible solicitation will request for 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 considering a Basic Ordering Agreement whereby selected firm/s is prequalified to compete for Task Orders on an "as needed" and "as requested" basis.

Amongst the requirement WMATA may consider in the qualification and selections of firm/s are but not necessarily limited to be:

1. Qualification of Key Personnel

- a. Provide some of the key qualifications that each position must have to perform their duties and responsibilities in an outreach campaign and how many years of experience if any should each position have?
- b. From the date of notice of a task order, what is a reasonable time frame (in no. of days) to assemble personnel (for both English speakers and bilingual)?
- c. Is a background check essential in the hiring process?
- d. What are some of the standard training (if any) required before a personnel can be assigned in an outreach campaign?

2. Past Performance Based on Scope

- a. What are the typical best practices for monitoring activities of staff/personnel and ensure tasks are completed with satisfactory results.

3. Experience of Outreach Project Management

- a. From the date of notice of a task order, what is a reasonable time frame (in no. of days) to respond with a price proposal?
- b. What is the typical approach for pricing a task order?
- c. Is there a usual minimum price amount for a task?

V. RESPONDING TO THIS RFI

RFI responses must include:

- Name of Firm
- Primary business and corporate mission
- Provide contact information such as name, position, email address, and phone number.
- Identification of other key individuals who collaborated on the RFI response.
- A brief summary description of previous experience in a similar program. Provide contact information for organizations that you have previously provided with similar solutions.
- Respond in as much detail as possible to the questions or requirements under the “Objective of the RFI” and the “Special Considerations” and feel free to provide additional information that are relevant for this requirement.

VI. SUBMISSION of INFORMATION /POINT of CONTACT

Questions, inquiries, and response must be sent to Rod So via email attachment at rso@wmata.com **on or before 2 P.M. April 28, 2015.**

Questions and inquiries may also be directed to Ms. Lisa Schooley at email lschooley@wmata.com **and copy (cc) to rso@wmata.com.**

VII. RIGHTS AND OPTIONS RESERVED

In addition to the rights reserved elsewhere in this RFI, WMATA reserves and may, in its sole discretion, exercise any one or more of the following rights and options with respect to this RFI if determined that doing so is in the best interest of the Authority:

1. to decline to consider any response to this RFI (Response); to cancel the RFI at any time; to elect to proceed or not to proceed with discussions or presentations regarding its subject matter with any Respondent and with firms that do not respond to the RFI; or to reissue the RFI or to issue a new RFI (with the same, similar or different terms);
2. to waive, for any Response, any defect, deficiency or failure to comply with the RFI if, in the Authority's sole judgment, such defect is not material to the Response;
3. to extend the Submission Date/Time and/or to supplement, amend, substitute or otherwise modify the RFI at any time prior to the Submission Date/Time, by posting notice thereof on the Authority's web page(s) where the RFI is posted;
4. to require, permit or reject amendments (including, without limitation, submitting information omitted), modifications, clarifying information, and/or corrections to Responses by some or all Respondents at any time before or after the Submission Date/Time;
5. to require, request or permit, in discussions with any Respondent, any information relating to the subject matter of this RFI that the Authority deems appropriate, whether or not it was described in the Response or this RFI;
6. at any time determined by the Authority, to discontinue discussions with any Respondent or all Respondents regarding the subject matter of this RFI, and/or initiate discussions with any other Respondent or with vendors that did not respond to the RFI;
7. to do any of the foregoing without notice to Respondents or others, except such notice as the Authority, in its sole discretion, may elect to post on the WMATA web page(s) where this RFI is posted.
8. To the best of the Authority's knowledge, the information provided herein is accurate. Respondents should undertake appropriate investigation in preparation of responses.
9. **This RFI is issued solely for information and planning purposes and does not constitute a solicitation or commitment to contract. Responses to this notice are not an offer and cannot be accepted by the Authority to form a binding contract.**

The Authority is not obligated to conduct subsequent discussions with any Respondent to this RFI, and reserves the right to conduct discussions regarding its subject matter with firms that do not respond to this RFI. This RFI and the process it describes are proprietary to the Authority and are for the exclusive benefit of the Authority. No other party, including any Respondent, is intended to be granted any rights hereunder.

Upon submission, Responses to this RFI shall become the property of the Authority, which shall have unrestricted use thereof. Responses may be subject to public disclosure under applicable law. By submitting its Response, the Respondent agrees to the terms and conditions of this RFI.

VIII. DISCLAIMER

WMATA will not publicly disclose proprietary information obtained as a result of this RFI. To the full extent that it is protected by law and regulations, information identified by a respondent as Proprietary or Confidential will be kept confidential. Submitters are cautioned to clearly label as proprietary and confidential any specific information or other material that is considered to be confidential.

This RFI may also be found through the link below:

http://www.wmata.com/business/procurement_and_contracting/solicitations/

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