



## **Request for Proposals**

Georgetown Transportation  
Access and Circulation Study:

Community Engagement Services

April 7, 2022

Georgetown Business Improvement District  
1000 Potomac St NW #122  
Washington, DC 20007

## Project Background

The District of Columbia's Department of Transportation (DDOT) is initiating a transportation study for the Georgetown neighborhood. The Georgetown Transportation Access and Circulation Study ("the Study") will be led and managed by DDOT with support from the Georgetown Business Improvement District (GTBID). The Study will identify recommended improvements to the transportation infrastructure in Georgetown with a goal of making Georgetown's streets and sidewalks safer, more accessible, and easier to get to and from the area while maintaining the historic character of the neighborhood and promoting sustainable options. **The purpose of this Request for Proposal (RFP) is to solicit community engagement consulting services for the Study.**

For procurement purposes, DDOT has bifurcated the Study into two components.

- **Technical Consultant:** The procurement of a technical transportation engineering and design consultant will be conducted by DDOT and through District of Columbia procurement protocols.
- **Community Engagement Consultant:** The procurement of a community engagement consultant will be managed through the GTBID. The GTBID will be responsible for contract administration throughout the period of performance of the Study. Having the GTBID procure community engagement services will expedite the onboarding of the community engagement consultant; thus, allowing the DDOT to begin consensus discussions on the desired outcomes of the study from the standpoint of the Community Advisory Committee and other stakeholders.

## Task 1 Project Management

### 1.1 Project Coordination/ Meetings

The Consultant shall respond to emails, prepare for, and attend in person or online meetings (Microsoft TEAMS meetings or other online meeting platforms) and correspond with the project team by telephone, as required, during the period of performance of the project. The Consultant shall coordinate with the DDOT Project Manager for project related tasks, which may include broader coordination with other District-wide agencies and external organizations, as appropriate and as requested by the DDOT Project Manager.

The Consultant shall be responsible for coordination with the selected technical consultant for the Study (NTP anticipated fall 2022), to ensure that project components (schedule, meetings, deliverables) are in sync and complimentary to the project effort. The Consultant shall attend bi-weekly project check-ins with the project team, as requested by the DDOT Project Manager. The consultant shall document progress, key issues, and "red flags" during each bi-weekly meeting.

### 1.2 Kick-Off (KO) Meeting(s)

The Consultant shall prepare for and attend an internal kick-off meeting to initiate the community engagement (CE) scope for the Study. Key personnel from the Consultant, DDOT, and the GTBID will be introduced, and communication protocols established. The contents of the Draft Public Involvement Plan, including the Work Plan and Schedule will be discussed.

Once a technical consultant is selected for the Study, the CE Project Manager will be expected to attend the official Study kick-off meeting, anticipated in Fall 2022. Both consultant parties are expected to coordinate prior to the kick-off meeting.

### **1.3 Public Involvement Plan (PIP)**

The Consultant shall develop a draft and final PIP for the Study in coordination with the DDOT Ward 2 Community Engagement Liaison and the technical consultant selected for the Study. The PIP shall include strategic guidance and logistics plans for public meetings, ANC meetings, community stakeholder meetings. The PIP shall include:

- Identification of major outreach project objectives;
- Identification of action items and responsibilities;
- Outreach strategies (notification and communication, (e.g., e-blasts and listservs meeting format (e.g., Microsoft Teams, Zoom, physical meetings (when allowed to do so and approved by DDOT), open house events and stakeholder meetings);
- Tools to be used (e.g., DDOT ESRI platform for online engagement surveys and website development and updates, printed information);
- Timeline of events. The PIP shall be coordinated with the overall project schedule and the Project Management Plan (to be developed by the technical consultant);
- The development and completion of technical deliverables shall be coordinated with public workshops and other scheduled meetings throughout the project duration;
- The schedule shall be developed in Excel and shall provide monthly and weekly granularity; and
- Be flexible and adaptable to achieve a consensus outcome among stakeholders that builds trust and creates accountable recommendations.

### **1.4 Invoices and Progress Reports**

The GTBID will be the primary point of contact for project invoicing and progress reports. The Consultant will prepare an Excel document that shows current month and cumulative expenditures and hours, percent complete, by Task/Subtasks.

#### ***Task 1 Deliverables***

- *Bi-weekly Coordination Meetings/Telephone calls and Project Coordination, as required.*
- *Internal Kick-Off Meeting (Community Engagement Tasks), Official Study Kick-Off Meeting, and Meeting Summaries*
- *Draft and Final - two (2) Public involvement plans (PIP)*
- *Invoice and Progress Reports*

## **Task 2: Public and Agency Engagement Activities**

### **General Requirements**

- The Consultant shall coordinate with DDOT, CAC, and the technical consultant while preparing for public engagement events and develop an overall communications strategy for the Study;
- The Consultant shall follow the Public Involvement Plan (PIP) completed in **Task 1.3** of this RFP;
- The DDOT Project Manager is responsible and shall manage all project communication with the District Council and Advisory Neighborhood Commissions through established agency protocols. The Consultant shall provide supportive services as needed;
- Communication
  - The Consultant shall create and maintain a project contact spreadsheet and provide updates to the DDOT Project Manager;

- The Consultant shall use multiple media venues to communicate information to the public and will utilize tools such as a project website, maps, infographics, handouts, and reports.
- **Project Website and Social Media**
  - The Consultant shall follow all DDOT guidelines for website protocols, branding templates, public involvement, and outreach. All printed or web collateral must receive DDOT approval prior to distribution or publication;
  - The Consultant will be responsible for managing and updating DDOT's ESRI Geographic Mapping System (GIS) Hub platform for website development and updates as well as public engagement surveys. The Consultant will be responsible for maintaining the Study webpage. The Consultant shall assist in updating content throughout the project lifecycle.
  - Upon project initiation, the Consultant must submit website layout/ content to DDOT three (3) weeks prior for inclusion on the website. This timeframe allows for the review and comment of the web resources by DDOT's Public Information Office and Communication Divisions;
  - All future website materials (factsheets, project summaries, etc.) must be provided to the DDOT Project Manager and DDOT Communications team for review of 48 hours before posting;
  - DDOT will be responsible for social media (Instagram, Facebook, etc.) postings. The Consultant must provide all content and materials to the DDOT Project Manager and Communications team 48 hours before posting; and
  - DDOT will be responsible for hosting and maintaining the project email. The Consultant will work with the DDOT Project Manager to develop a project email and communications protocol for public responses.
- **Title V Requirements**
  - The Consultant shall work with the DDOT Project Manager to ensure Title VI requirements are met with regard to public participation, language access, and record keeping;
  - The Consultant shall prepare a public workshop meeting summaries that include Title VI demographic data.
- **Meeting Protocols**
  - The consultant shall follow public outreach and engagement guidelines and approvals as established by DC Government during the public health emergency, as needed;
  - Hard copies of public meeting materials will be made available to the public at public libraries within two weeks of each public workshop;
  - All meeting materials (boards and presentation) shall be posted within 48 hours to the project website; and
  - Public meeting summaries shall be finalized within one (1) week of the public meeting and available for the public.
  - CAC meeting and other stakeholder meeting summaries shall be provided to the DDOT Project Manager no later than 48 hours after these meetings. The Consultant will be responsible to incorporate any edits provided by DDOT, GTBID, and CAC members.

## **2.1 Public Engagement Workshops and Meetings**

### **2.1.1 Professional Facilitation Services**

The Consultant shall identify and include professional facilitator(s) in their scope of work. The proposed facilitator(s) shall demonstrate the following:

- Have the Certified Professional Facilitator credentials or commensurate experience;
- Experience in working with constituents on multimodal transportation planning and design, green infrastructure, and historic urban neighborhood projects in Georgetown or other similar context neighborhoods;
- Provide a resume that illustrates experience working with diverse groups of stakeholders with conflicting objectives to reach consensus;
- Provide project examples and show successes in gaining consensus on difficult issues; and
- Show high-level collaboration skills and techniques that work well with governmental staff and community groups.

It is anticipated that the facilitator(s) would attend a minimum of three (3) public meetings and a minimum of (4) Community Advisory Committee (CAC) meetings. The selected professional facilitator shall gain approval from the Project Manager on attendance at any public or CAC meetings.

### **2.1.2 Public Workshops**

The Consultant shall develop and manage a meaningful public involvement process that will consist of public workshops. The public involvement process will be used to obtain input about existing challenges as well as feedback regarding proposed solutions. The Consultant will be responsible for developing the workshop agenda, PowerPoint presentation and associated meeting materials (e.g., factsheets, handouts, project boards and maps) and logistics (e.g. meeting location/ venue, setup, etc.)

The Consultant shall be responsible for all components of public engagement related to the project, including outreach, meeting preparation, administration, and documentation. The Consultant will be responsible for communicating meeting logistics through contacts with ANCs, community groups, and stakeholders through in-person and virtual outreach platforms such as doorhangers, in mailings, neighborhood listservs platforms and providing verbiage and materials for DDOT's social media platforms and project website. The Consultant shall be responsible for identifying and securing public workshop locations, if they are in-person, or if workshops are virtual, identifying virtual platforms, such as Microsoft Teams online meetings, Webex, etc.

*Anticipated public workshops include:*

#### **Public Workshop #1**

The purpose of this workshop is to engage the Georgetown community on the transportation study and solicit feedback on ongoing issues, challenges, and opportunities for the Study.

#### **Public Workshop #2**

This workshop will present existing conditions findings, summarize issues and challenges, and provide a draft of potential concept alternatives for recommendations. The focus of this meeting is for the project team to provide potential concept recommendations for the public to provide feedback.

### **Public Workshop #3**

The objective of this meeting is to present and obtain feedback on the development and evaluation of draft concept alternatives. Based on comments by residents, businesses and institutional uses, DDOT will consider adjustments to the concept and finalize the design to be included in the Final Concept Development Report.

#### **2.1.3 Community Advisory Committee (CAC) Meetings**

Thirteen members of the Georgetown community have been identified to serve on the Community Advisory Committee for the Study. CAC members are comprised of neighborhood stakeholders and government entities with relevant expertise and an interest in the subject matter of the Study. The CAC is created for the purpose of advising DDOT and will work collaboratively to (1) define the scope of the Study, (2) identify key issues, (3) generate and evaluate ideas to address the issues identified; and (4) develop recommendations for implementation. The CAC will assist DDOT in obtaining integrated community input during the performance of the Study.

DDOT will be responsible for hosting CAC meetings. The community engagement Consultant is expected to attend CAC meetings, four (4) of which may require facilitation services. DDOT anticipates that up to two (2) CAC meetings will be combined with the Study's Interagency Group meetings for two rounds of internal design charrettes during concept development.

#### **2.1.4 ANC and Community Meetings**

DDOT will take the lead on attending and presenting at ANC and community meetings, as requested by the community for the Study. The CE consultant shall provide support services as needed.

#### **2.1.5 Stakeholder Meetings**

Meetings with community stakeholders will take place during the project duration. The Consultant shall be responsible for working with DDOT, the GTBID, and CAC in identifying key study area stakeholders for roundtable discussions during the existing conditions phase of the study. The Consultant shall assist in meeting preparation, outreach, attendance and post meeting summaries of stakeholder meetings, development of meeting presentations, boards and maps, question and answer summaries, agendas, attendee lists, and other requirements as requested by the DDOT Project Manager.

### **Task 2 Deliverables:**

- *Virtual/ In-person public workshops, attendance, materials, and pre/post meeting logistics.*
- *Community Advisory Committee Meetings and at least four (4) meetings with professional facilitator(s) present. Attendance, materials, and pre/post meeting logistics, as needed.*
- *ANC/ Community Meetings, attendance, materials, and pre/post meeting logistics, as needed.*
- *Stakeholder Meetings, attendance, materials, and pre/post meeting logistics.*
- *Project website materials, updated throughout project duration; project email; social media and outreach materials, as required.*

## Budget

The total budget for this project is \$80,000. The project must be completed and delivered within this budget.

## Period of Performance

The Study Period of Performance is 15 months from the notice of proceed award.

## Submission Requirements

Please send a proposal, not greater than 25 pages total, addressing the following:

- A. **Cover Letter** - one-page summarizing your project approach, understanding of the project area and scope of work, and relevant expertise.
- B. **Project proposal and approach** - Proposed timetable for completing the community outreach and engagement, specific approach to the work requested in the scope, and a proposed public involvement plan.
- C. **Team** – names of all individuals, including any subcontractors (if any, but not required), who will work on this project, including expertise, capabilities, relevant experience, and resumes. Indicate team structure among individuals on the team.
- D. **Relevant Past Projects** – three to five examples of analogous projects your firm has completed in the last five years, with a preference for projects in the District of Columbia.
- E. **References** – at least three previous clients to contact about your professional work.
- F. **Fixed-Cost Bid** – Provide a cost breakdown for your firm’s profit, staff hours, and other tasks / costs related to completing the project scope for the submitted bid.
- G. **Additional information** – Additional qualifying information about your firm.

## Evaluation Criteria

The Georgetown BID will use the following criteria to evaluate responses to this RFP:

- Qualifications and relevant experience of the firm.
- Demonstrated current capability and expertise to perform the tasks outlined in the scope of work.
- Ability to complete the project on time and within the project budget.
- Preference for DC CBE firms.
- References that address bidder’s experience, expertise, demonstrated ability to provide high quality service, and ability to be flexible and adaptable.

## Selection Process

The selection committee will select the most qualified firm based on the qualifications submitted in items A through G listed above. The selection committee will evaluate and compare each consultant’s

understanding of the project that demonstrates the firm's approach to the work, relevant experience of the firm and proposed personnel, and the firm's fixed-cost bid.

### **Interviews, Negotiations, and Contracting Process**

The selection committee will conduct interviews with the consultants to help establish the most qualified firm to perform the work. The selection committee intends to hold in-person interviews (subjected to current public health guidance with respect to the COVID-19 pandemic) with the top three ranked firms on Tuesday, April 26<sup>th</sup>, 2022. Upon selection of the most qualified firm, the BID will request a binding fee and schedule proposal and begin final negotiations. If the negotiations with the top ranked firm are not successful, the BID will begin negotiations with the second ranked firm.

### **Submission**

Proposals are due by 5:00 PM on Wednesday, April 20<sup>th</sup>, 2022. Proposals should be submitted via email to [gbilling@georgetowndc.com](mailto:gbilling@georgetowndc.com) with the subject line "Community Engagement Services Proposal."

Questions about this RFP should be directed to Gregory Billing at [gbilling@georgetowndc.com](mailto:gbilling@georgetowndc.com).

### **About the Georgetown Business Improvement District**

The Georgetown BID is a 501(c)(6) organization chartered by the District of Columbia 1999, and is the fourth largest BID in the Washington metropolitan region. Its 1,000+ members include all owners of commercial property within the BID boundaries and their tenants, such as restaurants, hotels, retail and service establishments, as well as corporations and their employees working in office buildings. The mission of the BID in serving its members and the community is in making and keeping Georgetown a world-class neighborhood that is safe, clean, accessible and top-of-mind. The BID's program areas include streetscape, street services, public safety, marketing, economic development, transportation, and public space management.