



REQUEST FOR PROPOSALS

Project

PUBLIC PARTICIPATION FOR BALTIMORE REGION VISION PLANNING and LONG RANGE TRANSPORTATION PLAN DEVELOPMENT

Due Date:

January 15, 2010

Submit Proposals to:

Baltimore Metropolitan Council
ATTN: Jody McCullough
2700 Lighthouse Point East, Suite 310
Baltimore, MD 21224

Contact for More Information:

Jody McCullough
E-mail: visionrfp@baltometro.org

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I. INTRODUCTION

The BRTB is the designated Metropolitan Planning Organization (MPO) for the Baltimore region. The members consist of designated representatives from Baltimore City, Anne Arundel County, Baltimore County, Carroll County, Harford County, and Howard County, the City of Annapolis, plus the Maryland Department of Transportation, the Maryland Department of the Environment, and the Maryland Department of Planning.

The Baltimore Metropolitan Council (BMC) staff provides technical support to the Baltimore Regional Transportation Board (BRTB). BMC is a private nonprofit organization committed to identifying regional interests and developing collaborative strategies through plans and programs which will improve the quality of life and economic vitality throughout the region. Our Board of Directors includes the Mayor of Baltimore City, the County Executives of Anne Arundel, Baltimore, Harford and Howard counties, and a Carroll County Commissioner.



The work of BMC staff includes transportation forecasting and analysis, economic and demographic research, computer mapping applications, air and water quality programs, cooperative purchasing, and rideshare coordination.

II. PURPOSE

On December 2, 2008, the BRTB, serving as the metropolitan planning organization (MPO) for the Baltimore region, unanimously agreed on the need for a comprehensive long-range transportation and land-use Vision for the Baltimore metropolitan region. Following nearly a year of research and preparation by the BRTB and local Planning Directors, the region's elected officials approved an approach for developing the Vision. The public process is expected to begin in early 2010 and continue through late 2011.

The inspiration behind the Vision initiative is the desire of the region's chief elected officials, in concert with state officials, to proactively work with community leaders and other regional stakeholders to develop general agreement on our region's goals and values for a balanced 21st century transportation system. It is also the desire of the chief elected officials that input gathered in the Vision process be linked to the 2011 Baltimore Region Long-Range Transportation Plan (LRTP).

Objectives and key steps in the development of the Vision

The following objectives have been identified for the BRTB Vision Planning initiative:

- 1) To establish a framework for crafting a future transportation system that invigorates local and regional economies, promotes an array of transportation choices and contributes to national public health and safety interests; and,
- 2) To develop strategic initiatives to enhance the livability and sustainability of our urban core, our existing suburbs, our emerging town centers and villages to efficiently accommodate our future growth.

In addition, a 7-step process for developing this regional Vision has been proposed:

1. Identify Values – a range of stakeholders identify livability and quality of life factors from a transportation and smart growth perspective that will be used as indicators to evaluate potential transportation and land-use scenarios. An outcome of identifying values will be to define goals and policies that the BRTB can pursue for the LRTP.
2. Identify Trends – BRTB, with BMC staff support, define transportation trends and related characteristics for potential changes (i.e., demographics, economy, environment, technology, etc.)
3. Refine Modeling Tools – BRTB, with BMC staff will consider how values and trend information will be utilized as input into the GIS-based software and modeling tools to be used in future scenario and Vision planning activities.
4. Conduct Scenario Planning Workshops – BRTB, with BMC support, will offer public outreach and education sessions with a range of stakeholders in workshop settings. The workshops are intended to be a forum for creating a dialogue that utilizes visual information to educate the public about the integration of transportation and land use; and weighs both benefits and consequences of decisions.
5. Analyze and Formulate Draft Scenarios – BRTB, with staff support, will refine input from steps 1 and 4 into several scenarios and analyze and record the implications and potential benefits and trade-offs using indicators.
6. Evaluate Scenarios – stakeholders review the outcomes of analysis and compare, comment and then recommend a preferred scenario. The BRTB then finalizes the preferred scenario representing the stakeholder-driven Vision.
7. Implement the Regional Vision – put in place an ongoing process to articulate the Vision and implement transportation and associated smart growth policies and strategies. Also determine a process for monitoring and reporting progress over time.

We consider step 4 as the most significant step in terms of a consultant(s) time and resources.

Our audience - Who we are trying to reach and why

Public participation is essential to the success of the Vision and the LRTP. Participation by the BRTB and its committees, other elected officials, local planning and public works staff, key stakeholders, and community leaders is critical. While the BRTB currently

works closely with professionals and advocates in fields such as transportation, environment, planning, and social services, public participation in the development of the Vision process needs to ensure diverse and extensive input from many stakeholder organizations, communities, and businesses in the Baltimore region. Attention also needs to be placed on outreach to low-income, minority, and limited English speaking communities.

III. SCOPE OF WORK

The BMC, on behalf of the BRTB, is seeking a Consultant (or Consultant team) to assist in the public education and engagement component of the Vision and LRTP process for the Baltimore region. The Consultant(s) will partner with BMC to develop a large-scale public engagement campaign to help the BRTB provide the people who live and work in the Baltimore region an opportunity to help shape the region's future. Ultimately, the success of this contract will be measured by the extent to which an array of stakeholders participate in a process that fosters regional consensus and widespread support as to how transportation in the Baltimore region should support and shape smart, sustainable growth.

The major activity of this RFP is to conduct a regional public education and outreach process designed to engage a wide range of stakeholders in Vision planning that will provide input into the development of a new long-range regional transportation plan. It is the intent of the BRTB to utilize the information obtained through this public outreach campaign as input for the transportation investment decisions included in the 2011 and future LRTPs.

All public participation activities must include diverse outreach strategies to increase public awareness and to capture the many concerns and opinions of the region's residents, elected officials, business leaders and community leaders. The process should utilize the building of partnerships and relationships across the broadest possible demographics, reflecting the diversity of stakeholders in our region. By the conclusion of this scope of services, the BRTB should have a clearer understanding of the public's Vision for the future and the role the region's transportation system should play in this Vision. This will involve the public and many decision-makers discussing trade-offs and costs associated with action versus inaction.

The BRTB will utilize visualization tools and wants to use INDEX, a geographic information system (GIS) based software package currently used in scenario/Vision planning activities and public engagement. This technology permits stakeholders to provide input into different development schemes, either graphically or numerically, and observe the projected impacts of their assumptions almost instantaneously. The results of the public outreach process, together with the results of technical analysis directed by the BRTB, will lead to the development of the recommended transportation/land use Vision.

The Consultant(s) shall develop a proposed work plan, including a scope of work and methodology, staffing and qualifications, estimation of person hours and costs, and project schedule for designated tasks. The project schedule should include allowances for the periods of time required for BRTB review and may be adjusted as the tasks require. The contract executed will require the Consultant(s) to complete all services listed under the "Consultant Duties" section of this RFP in a timely and professional manner.

Consultant Duties

The services to be performed by the selected Consultant(s) under this contract include, at a minimum, the following:

Task A – Develop Stakeholder and Public Participation Methodology

To be effective and relevant, the Vision process must address key transportation planning issues and needs (such as cost of transportation investments, environmental, economic and livable community aspects of sustainability; state policy objectives for Smart Growth; climate change; restoration of the Chesapeake Bay, etc.). This multi-jurisdictional initiative will use scenario planning to build consensus around core values and long term goals and to help the public understand its choices. Stakeholder and public participation will provide input into developing high level, long term scenarios for the future.

There are 3 major public outreach opportunities in this effort. The first opportunity (page 4, step 1 of 7-step process) will be to identify the values of communities in the region. The next opportunity (page 4, step 4 of 7-step process) for engagement of stakeholders will be during scenario planning workshops. A variety of tools and strategies will be designed to educate stakeholders about planning challenges and then listen to those stakeholders regarding what matters to them. Informational materials will also need to be developed for the scenario planning workshops. The third opportunity (page 4, step 6 and 7 of 7-step process) for public input will be the review and comment on the proposed scenarios.

Under this task, the consultant(s) shall:

- *Develop procedures, practices and strategies* to obtain the opinions of stakeholders and the public throughout the Vision & LRTP process. Methods should be developed to ensure engagement of a diversified stakeholder audience. The internet, including social networking tools, should be considered to expand the audience and opportunities for input.
- *Outline performance measures* to demonstrate engagement by a diverse cross-section of stakeholders and gauge the effectiveness of public outreach efforts.
- *Create a schedule* for the completion of all public engagement activities associated with the overall task to allow for products of this effort to be incorporated into the development of the 2011 Long-Range Transportation Plan (LRTP). The schedule must include consideration and coordination of the LRTP.

- *Formulate techniques for analyzing and statistically quantifying* stakeholder comments and input.
- *Identify facilitation techniques* that utilize visualization tools to foster dialogue and educate stakeholders about complex issues.
- *Develop strategies* for linking stakeholder input from scenario development and evaluation to the regional transportation planning process and other endeavors, as appropriate.

Task B – Develop Branding Scheme, Marketing Plan, and Marketing Templates

A key component of any campaign is an effective branding scheme and marketing plan. The branding scheme will quickly engage the stakeholder and instantly convey the take-away message. It will include a logo and message that will attract diverse stakeholders and encourage public input through a message that helps create trust and credibility.

The marketing plan and materials will be essential to effectively educate members of the public about the overall Vision process, the importance of their input, and their role in the various stages of the process. The plan will include various methods to reach a diverse public throughout the region.

Under this task, the consultant(s) shall:

- *Create a branding scheme* for both the Vision and the LRTP planning process. This includes the creation of titles, logos, slogans/taglines, and visual themes for the Vision and LRTP. Development of these branding tools should include input from key stakeholders and/or research and testing of draft titles/logos/taglines.
- *Prepare templates* for outreach materials for use online (web site, social media, etc.) and in print (i.e. brochures, newsletters, e-newsletters, PowerPoint presentations, signs, flyers, novelty items, etc.) using the branding scheme. Templates should be provided in compatible formats (i.e., Adobe Creative Suite 3, Microsoft Office).
- *Develop a marketing plan* for public outreach and education during the development of the Vision and LRTP. This includes, but is not limited to, the following:
 - Specific advice about key messages and how they should be framed.
 - Strategies for communication – including possible print and internet media outlets (including social networking tools) – and potential content variations for different audiences, particularly those who are unable to or unlikely to attend public meetings.

Task C – Implement Stakeholder Outreach

The selected Consultant(s) will not only be responsible for developing a strategic public participation campaign to conduct a Vision and LRTP planning process in the Baltimore region, but also the capacity to implement an array of public education and engagement techniques that provide opportunities for public input into planning for the region's future.

Under this task, the consultant(s) shall:

- *Facilitate and/or assist with the facilitation* of Vision/LRTP specific community outreach meetings, workshops, briefings, charrettes, Town Meetings, etc.
- *Prepare and/or assist in the development of all relevant materials* for public outreach including text/graphics for web site, on-line surveys, meeting agendas, media releases, topic papers, fact sheets, mailings, etc.
- *Develop a toolkit* for utilization at other relevant meetings (i.e., presentations at neighborhood association meetings, etc.)
- *Facilitate meetings where BMC staff will be utilizing Index* to engage stakeholders in the evaluation of “what if” growth scenarios to determine some of the land use, transportation, environmental and economic implications of anticipated future population and employment growth.

Task D – Documentation of Outreach

Under this task, the consultant(s) shall:

- *Conduct monthly status report meetings.*
- *Provide documentation at key milestones,* as per consultant proposal.
- *Prepare a draft report* and executive summary on Vision/LRTP public outreach campaign for review and comment
- *Utilize input in development of a final report* and executive summary for public distribution.

Consultant Qualifications

The BMC is seeking a consultant(s) with the ability to develop and implement a targeted public outreach and education strategy in the Baltimore region for Vision and LRTP planning. The successful completion of these tasks will require experience and demonstrated expertise in many areas. The consultant(s) unique approach to this activity may require experience and expertise in areas not identified in this section.

The consultant(s) selected must have demonstrated experience and/or knowledge in the following areas:

- Developing and implementing public outreach and education campaigns
- Designing and implementing brand identity, image, and awareness
- Vision planning
- Metropolitan transportation planning
- Land use planning
- Visualization techniques for public participation and stakeholder involvement
- Communications, public relations, and social marketing

The selected consultant(s) must be able to provide outreach to the public and stakeholders using innovative techniques, in addition to working with existing processes in use by the BRTB.

Each proposal will be evaluated based on the quality of a comprehensive methodology for initiating and continuing outreach in the Baltimore region as well as the capability to carry it out. Proposers are encouraged to be creative and not simply mimic the information provided herein.

IV. PROPOSAL CONTENT

The proposal should consist of two separate parts: (1) Technical proposal; and, (2) Cost Proposal (in a sealed envelope). They shall meet, at a minimum, the following requirements.

Technical Proposal

The Technical Qualifications should contain the following:

- *Cover Letter* – signed by an executive with authority to commit the proposing firm and stating the period for which the proposal is valid.
- *Experience and Qualification* – Please list your qualifications with regard to the selection criteria identified in this RFP. Your summary should contain: (a) the information on projects of similar nature that you or your firm has completed, including brief descriptions, dates, and names of contact persons. Please include links to relevant work if possible, and (b) the resumes of proposed project manager and key team personnel.
- *Project Management* – Designation of a project manager and the responsibilities of the manager. Note that the resulting contract will require commitment of the specified staff. An outline showing estimated hours by each staff member by task shall be provided.
- *DBE Participation* – The program for assuring the maximum opportunity for participation by Disadvantaged Business Enterprises (DBEs) in accord with BMC's goals shall be presented. See the section of MANDATORY STATEMENTS for statement of DBE participation goals.
- *Other Information* – Any other material that the proposer wishes to provide.

Cost Proposal

The Cost Proposal should be composed of two parts: Project Budget and Affidavits and Certifications.

1. *Project Budget*. When submitting your cost proposal, please address the items below:
 - Provide your price quote as a fixed price in United States dollars.

- The price quote shall include the number of labor hours and cost by staff member and total hours and cost estimated for each task.
- Direct costs shall be itemized by category (e.g., travel, per diem, printing and reproduction, etc.) for the entire project.
- The contract type is anticipated as fixed price with partial payments paid based on task completion.

2. *Affidavits and Certifications* – An original signed copy of Proposal Affidavit attached at the end of this RFP shall be included in the Cost Proposal.

Proposals not meeting the above requirements will be rejected.

V. SUBMISSION OF PROPOSALS

All respondents shall submit **7 copies** of their proposal to:

Baltimore Metropolitan Council
Attn: Jody McCullough
2700 Lighthouse Point, Suite 310
Baltimore, MD 21224-4774

The proposal must be received by BMC no later than 2:00 p.m. Eastern Standard Time on **Friday, January, 15, 2010**. Allow adequate time for mail or other carrier delivery. Proposals arriving after the deadline will not be accepted. Please direct any questions to Jody McCullough by fax (410) 732-8248 or e-mail: visionrfp@baltometro.org.

The BMC will not pay for the development and submission of proposals in response to this RFP. The BMC reserves the right to reject any proposals without cost or detriment to the BMC.

The Consultant shall not make changes in the specifics put forth in a proposal, including staff participation, without the prior written consent of the BMC.

VI. TENTATIVE SCHEDULE

RFQ Issued:	December 15, 2009
Pre-bid Meeting:	December 29, 2009, 1:00 p.m.
Proposals Due:	Friday, January, 15, 2010, 2:00 p.m.
Consultant Selection:	early February, 2010
Start of Work:	late February, 2010
Completion of Work:	November, 2011

Contract Phases

- Phase One - Task A, B, C (only the work that is outlined in Steps 1 to 4 as described on page 4) and Task D (1st 3 bullets on page 8) should be responded

to in the Proposal as Phase One for the initial contract covering work tasks to be completed by June 30, 2010.

- Phase Two – Task C (only the work that is outlined in Steps 5, 6 and 7 as described on page 4) should be responded to in the Proposal as Phase Two with work completed with the possibility for continuation through an addendum based on successful completion of Phase One and the availability of federal funds during the fiscal year from July 1, 2010 to June 30, 2011. Outreach relates to both the Vision and the development of the LRTP.
- Phase Three - Task C (only the work that is outlined in Step 7) and Task D, the 4th bullet, as described on page 8, should be responded to in the Proposal as Phase Three, with work completed through the possibility for continuation through an addendum based on successful completion of Phase One, Phase Two and the availability of federal funds, during the portion of fiscal year July 1, 2011 to November 2011. This includes outreach that will be required for the completion of the LRTP.

VII. CONSULTANT SELECTION CRITERIA

All proposals will be evaluated on the basis of technical merit and proposed cost. This is not a low-bid procurement. BMC will staff a small team to conduct the evaluation of proposals. Technical merit includes work program and approach, as well as staff experience and qualifications. Teaming is permissible but the contract will be with a single prime contractor.

The BMC reserves the right to negotiate with one or more respondents selected on the basis of the initial technical merit and proposed cost. Respondents may be asked to make personal appearances to provide additional information on proposals.

VIII. MANDATORY STATEMENTS

Public Information Act Notice

Respondents should give specific attention to the identification of those portions of their proposals they deem to be confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed.

Disadvantaged Business Enterprise Notice

Disadvantaged business enterprises (DBEs) are encouraged to respond to this solicitation. It is the intent of the BMC that certified minority business enterprises and sub-contractors be given the opportunity to submit proposals to this RFP and will not be subject to discrimination on the basis of race, color, sex, or national origin in consideration for an award.

Disadvantaged Business Enterprise Subcontract Participation Goal

The Baltimore Metropolitan Council hereby notifies all respondents that in regard to any contracts entered into pursuant to this advertisement, MBEs and WBEs will be afforded full opportunity to submit expressions of interest in response to this notice and will not be subject to discrimination on the basis of race, color, sex or national origin, in consideration for an award.

It is the goal of the BMC that certified businesses participate in all federal-aid contracts. A DBE subcontract participation goal of twenty (20) percent of the total contract amount has been established for this procurement. Proposers must make a good faith effort to meet this goal. All offers submitted in response to this RFP must include a statement specifying the Maryland Department of Transportation (MDOT) has certified the DBE or DBEs utilized to meet this requirement. If the DBE has not been certified by MDOT but has been certified by other state transportation agencies receiving federal funding, the name of the agency should be included in the proposal. The BMC reserves the option to accept this certification in lieu of MDOT certification.

Required Terms and Conditions

The following terms and conditions are required in contracts executed by the BMC.

- Parties to the Contract
- Scope of the Contract
- Compensation and Method of Payment
- Non-Hiring of Employees
- Disputes
- Maryland Law Prevails
- Non-Discrimination in Employment
- Contingent Fee Prohibition
- Multi-Year Contracts Contingent Upon Appropriations
- Termination for Default
- Termination for Convenience
- Delays and Extensions of Time
- Liquidated Damages
- Suspension of Work
- Retention of Records
- Compliance with Laws
- Truth in Negotiation Certification
- Contract Affidavit
- Insurance Coverage

PROPOSAL AFFIDAVIT

A. (ANTI-BRIBERY AFFIRMATION). I HEREBY CERTIFY THAT

(1) I am the (title) _____ and the duly authorized representative of (vendor) _____ and that I possess the legal authority to make this Affidavit on behalf of myself and the vendor for which I am acting.

(2) Except as described in paragraph 3 below, neither I, nor to the best of my knowledge, information, and belief, the above vendor, nor any of its officers, directors, or partners, nor any of its employees directly involved in obtaining contracts with the State or any county, bi-county, multicounty agency or subdivision of the State has been convicted of, or has pleaded nolo contendere to a charge of, or has during the course of an official investigation or other proceeding, admitted in writing or under oath acts or omissions committed after July 1, 1977, which constitute bribery, attempted bribery, or conspiracy to bribe under the provisions of Article 27 of the Annotated Code of Maryland or under the laws of any state or federal government.

(3) State "none" or, as appropriate, list any conviction, plea or admission described in paragraph 2 above, with the date, court official, or administrative body, and the sentence or disposition, if any:

_____.

(4) I ACKNOWLEDGE THAT this Affidavit is to be furnished to the Procurement Officer, and may be furnished to the Attorney General pursuant to Sections 16-201, et seq., of the State Finance and Procurement Article of the Annotated Code of Maryland. I acknowledge that if the representations set forth in this Affidavit are not true and correct, the Council may terminate any contract awarded and take any other appropriate action.

B. (NON-COLLUSION AFFIRMATION). I HEREBY FURTHER AFFIRM THAT neither I nor, to the best of my knowledge, information and belief, the above firm nor any of its other representatives I here represent have:

(1) Agreed, conspired, connived or colluded to produce a deceptive show of competition in the compilation of the bid or offer being submitted herewith;

(2) In any manner, directly, or indirectly, entered into any agreement, participated in any collusion to fix the bid price or price proposal of the bidder or respondent herein or any competitor, or otherwise taken any action in restraint of free competitive bidding in connection with the contract for which the within bid or offer is submitted.

C. (PROCUREMENT AFFIRMATION). I HEREBY FURTHER AFFIRM THAT

(1) Neither the above business nor, to the best of my knowledge, information, and belief, any officer, controlling stockholders, partner, principal, or other person substantially involved in the contracting activities of the business has in the past five (5) years: (a) been convicted under state or federal statute of a criminal offense incident to obtaining or attempting to obtain or performing a public or private contract, fraud, embezzlement, theft, forgery, falsification or destruction of records, or receiving stolen property; (b) been found civilly liable under state or federal antitrust statutes for acts or omissions in connection with the submission of bids or proposals for a public or private contract; (c) been convicted of any violation of a state or federal antitrust statute; (d) been convicted under the provisions of Title 18 of the United States Code for violation of the Racketeer Influenced and Corrupt Organizations Act, 18 USC Section 1961 et seq.; or (e) the Mail Fraud Act, 18 USC Section 1341 et seq., for acts arising out of the submissions that would constitute grounds for conviction or liability under any statute described above. Also, the undersigned vendor was not founded or established or is not operated in a manner designed to evade the application or defeat the purpose of the Debarment Regulations, COMAR 21.08; is not currently suspended or debarred pursuant to COMAR 21.08 or by the action of any other public entity; and is not a successor, assignee, subsidiary, or affiliate of a suspended or debarred business.

(2) (a) If the affirmation described in subsection (1) cannot be given and debarment proceedings have not been instituted against the business pursuant to COMAR 21.08, indicate the reasons why the affirmation cannot be given, including any conviction or admission described in subsection (1), above, with the date, court and sentence or disposition, if any; the name(s) of the person(s) involved, and their current positions and responsibilities with the business; the activity specified in COMAR 21.08 in which each person was involved; and the details of the person's participation in the activity, including the name(s) of an entity involved and the person's positions and responsibilities with the entity. (Attach additional sheets as necessary.)

(b) If the affirmation described in subsection (1) cannot be given, and debarment proceedings have been instituted against the business pursuant to COMAR 21.08, indicate the status of such proceedings.

I ACKNOWLEDGE THAT this Affidavit is to be furnished to the Procurement Officer and may be distributed to units of: (1) the State of Maryland; (2) counties or other subdivisions of the State of Maryland; (3) other states; and (4) the federal government. I further acknowledge that this Affidavit is subject to applicable laws of the United States and the State of Maryland, both criminal and civil, and that nothing in this Affidavit or any contract resulting from the submission of this bid or proposal shall be construed to supersede, amend, modify or waive, on behalf of the State of Maryland or any unit of the State of Maryland having jurisdiction, the exercise of any statutory right or remedy conferred by the Constitution and the laws of Maryland in respect to any misrepresentation made or any violation of the obligations, terms and covenants undertaken by the above firm in respect to (1) this Affidavit, (2) the contract, and (3) other Affidavits comprising part of the contract.

I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THIS AFFIDAVIT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, INFORMATION, AND BELIEF.

(Date)

(Affidavit)