



REQUEST FOR PROPOSALS

Project

INCREASING PARTICIPATION IN TRANSIT ASPECTS OF METROPOLITAN TRANSPORTATION PLANNING

Due Date:

Monday, September 14, 2009, 2:00 p.m.

Submit Qualifications to:

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

Contact for More Information:

Jody McCullough
Telephone: 410-732-0500 x 1049
E-mail: jmccullough@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

To promote greater participation and understanding of transit issues in the region, the BRTB is interested in a process that leads to a greater level of participation by all segments of the population.

On behalf of the BRTB, the BMC is seeking the services of a qualified consultant or consultant team to expand beyond existing public outreach of the BRTB and BMC with the goal of promoting transit. The following sections provide the scope of work for this project:

III. SCOPE OF WORK

It is anticipated that the selected consultant firm will have the skills and experience with the ability to develop and assess current efforts and develop a public outreach and education campaign with the goal to improve participation in transit planning issues in the Baltimore region.

1. Identify and summarize current existing information regarding transit ridership from transit providers that can be used for long-term transit quality improvement, such as trip purpose, age, origin and destination, fare payment, employment status, preferred sources of transit information (i.e., print, internet, notice on bus, newsletter), frequency of transit use, car ownership, etc. The Maryland Transit Administration (MTA) and the Locally Operated Transit Systems (LOTS) have customer outreach activities that have provided them with data and information that is valuable for the metropolitan transportation planning process. Identify existing materials; this may include the results of public outreach and education efforts of transit operators in the Baltimore region. This information may be obtained by reviewing available reports and documents and by interviewing the transit providers. Provide a summary report of the findings of the information search.
2. Informational materials will be prepared which provide information to all stakeholders on the metropolitan transportation planning process, particularly the role of transit. These materials will serve as education and marketing materials providing both existing and potential transit riders with information about the BRTB, transit providers in the region and trip planning materials. Prepare materials for stakeholders on the transportation planning process to increase transit rider involvement in planning activities which identify solutions for long-term transit quality improvement. Materials will be used for focus group activities in addition to education and marketing of transit.
3. Organize focus groups:
 - a. Manage process to complete 4 or more professionally facilitated focus groups to garner the types of barriers to riding transit as well as understanding the transportation planning process. Focus groups should include residents across the region to determine attitudes to current or potential transit services with long term improvements in mind. Provide a summary report of the findings of the focus groups.
 - b. Manage process to complete 1 or more professionally facilitated focus groups to identify how transportation can better serve major facilities in the Baltimore region. Major employers, health care providers, education facilities, military installations, parks and recreation facilities, tourist industry and/or other major institutions throughout the region may have customers or employees that would be better served by long-term transit improvements. Focus group discussions with

representatives from the major facilities will be held to identify potential opportunities. These focus groups will identify opportunities to improve service for their employees and customers by having a facilitated discussion. Provide a summary report of the findings of the focus groups.

4. Document and analyze public participation in meeting summaries and a final report that can be used as input into an emerging regional vision process, the next Baltimore Regional Transportation Plan and potentially a Comprehensive Transit Study.

Consultant Qualifications

- The BMC is seeking a firm, or team, with the ability to develop and implement a targeted public outreach and education strategy in the Baltimore region. 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.
- The initial contract will be for 1 year; however, there is a possibility of a second or even a third year extension of this effort.

PROPOSAL CONTENT

The proposal should consist of two separate parts: (1) a Technical proposal (3 copies); and, (2) 1 Cost Proposal (in a sealed envelope). The proposal 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.

Project Budget. When submitting your cost proposal, please address the items listed 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.
- *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.

SUBMISSION OF QUALIFICATIONS

All respondents shall submit 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 **Monday, September 14, 2009**. 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 telephone (410) 732-0500, ext. 1049, fax (410) 732-8248, or e-mail: jmccullough@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.

TENTATIVE SCHEDULE

RFQ Issued:	August 21, 2009
Proposals Due:	Monday, September 14, 2009, 2:00 p.m.
Consultant Selection:	September 28, 2009
Start of Work:	October 2009
Completion of Work:	June 30, 2010

CONSULTANT SELECTION CRITERIA

All proposals will be evaluated on the basis:

- 1. Technical Approach (30 percent of the total rating):** A narrative describing the understanding of the effort and products required, including descriptions of the specific tasks and subtasks to be undertaken. The issues or problems and a detailed approach to completing the work program will be described. Provide a project schedule indicating project milestones, deliverables, and key meetings using a Notice to Proceed as "Day 0".
- 2. Firm Qualifications (25 percent of the total rating):** Qualifications of the firm and any subcontractors, such as list of similar work, including the name and telephone number of the clients, and a full description of the services provided by the firm.
- 3. Staff Qualifications (30 percent of the total rating):** Qualifications, experience and office address of firm's and any subcontractor's staff, resumes of the professional staff and location of office that will be performing the work on this project to ensure that staff is located within a reasonable proximity to meeting locations.
- 4. Disadvantaged Business Enterprise utilization (15 percent of the total rating).**

This project is budgeted for \$100,000. BMC and representatives of regional partners' staff will 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.

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 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)