State of Washington Department of Transportation  
Notice to Consultants  
Request for Statements of Qualifications for Statewide On-Call Communications, Public Involvement and Digital Services

The Washington State Department of Transportation (WSDOT) solicits interest from consultants who wish to be evaluated and considered to provide Statewide On-Call Public Involvement and Digital Services. Multiple On-Call agreements may be awarded. These agreements will be for approximately three (3) years with a dollar value of $3,000,000.00 each, with the option for WSDOT to extend for additional time and/or money if necessary. These agreements will be Task Order agreements with no minimum amount of work guaranteed.

WSDOT reserves the right to amend terms of this “Request for Statement of Qualifications” (SOQ) to circulate various addenda, or to withdraw the SOQ at any time, regardless of how much time and effort consultants have spent on their responses.

Project Description
Successful consultants will be awarded On-Call Task Order agreements for work to be completed on an as-needed, on-call basis. Projects will vary widely and may require any of the following types of service to include: public involvement planning, communications planning, public information and public education efforts, developing creative concepts, communication production techniques, market research, marketing on a statewide basis, expertise in digital communication tools including social media, mobile app and website use, developing mobile application enhancements and website usability.

Successful consultants should demonstrate expertise in any of the following:

Strategic Planning for Communications
Strategic planning, development, and evaluation of effective and targeted public information, public education, outreach, public affairs, marketing, advertising, and market research processes in the Pacific Northwest. Projects may require expertise in NEPA/SEPA requirements, communication tools and techniques, consumer advertising, media relations, product branding and positioning, issues analysis, management strategies, and intergovernmental relations. Consultants should have a solid understanding of Title VI requirements and public outreach techniques specific to underrepresented populations and the ability to build positive relationships with community-based organizations to reach and successfully engage their members.

Market Research and Analysis
Produce, analyze, and use qualitative and quantitative market and community research understand the interests and concerns of communities and the public.

Creative Concepts, Design, and Content
Develop and produce compelling messages, text and images that effectively reach varied target audiences. All creative concepts should be culturally appropriate, accessible to audience with visual impairments and compliant with Section 508 of the Rehabilitation Act.
Distribution and Media
Knowledge of distributing communications products, including expertise in conducting media relations, media planning and purchase, database management and use, and ability to focus on specific audiences to include underrepresented populations using languages spoken within the community.

Product Development and Production
Developing and producing communications products for a variety of mediums, including print, video, direct mail, website, social media, transit, outdoor, display and radio.

Website usability
Ability to plan, conduct and analyze website usability studies designed to improve and enhance WSDOT website and mobile app properties.

Mobile app technology updates
Ability to plan and develop mobile app technical enhancements to WSDOT’s iPhone and Android app.

Skilled facilitation and leadership training
Ability to plan, develop and facilitate leadership related events like executive retreats, training and one-on-one coaching.

Consistent with performance based contracting methodologies, a “second tier” competitive process may be employed prior to execution of a task order. Individual tasks will be negotiated as stand-alone assignments terminating when the task budget is exhausted, or the task time frame has expired.

Firm selected will receive an On-Call Task Order Agreement. Individual tasks will be negotiated as Task Order assignments based on the needs and requirements of WSDOT.

UDBE, SBE, or MSVWBE Participation
WSDOT reserves the right to set DBE, M/WBE, SBE and Veteran owned business participation goals on all Task Orders.

WSDOT encourages disadvantaged, small, minority, veteran and women-owned consultant firms to respond to this SOQ.

Evaluation Criteria
Pursuant to state and Federal regulations, qualifications and price will be used in the selection of consultants for agreements. The following information and criteria will be used to evaluate and rank responses:

1. Qualifications/Expertise of Firms on Team;  
2. Qualifications of Proposed Project Manager(s);  
3. Key Team Members Qualifications (Prime Consultant and Sub-Consultants);  
4. Firm’s Project Management System (Prime Consultant Only);  
5. References/Past Performances (Prime Consultant Only);  
6. Cost Factors (Hourly rates proposed in all categories); and  
7. Contractor Certification - Workers' Rights
The link to the definitions and point value for each of the proposed criteria may be found on the first page of this advertisement web site.

WSDOT reserves the right to ask for additional qualifying information, conduct interviews and/or select the highest scoring consultant from the written qualification packets received as a result of this SOQ.

Note: It is imperative that the consultant reviews the definitions of the scoring criteria. We have included requirements and/or limitations for the information that is being requested.

Submittals
Consultants are invited to submit their SOQ’S at their own cost. WSDOT assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. The submittal must be submitted as separate Adobe Reader compatible (pdf) files and formatted as follows:

- Submitted as an 8.5” x 11” sheet, single sided only, and with text (font) size no smaller than 12 points; and
- If charts and/or graphs are utilized text (font) size must be no smaller than 8 points.
- Submittal is NOT password protected.
- Submitted as ADA accessible. ADA and documents for the web can be found: https://wsdot.wa.gov/communications/web-toolkit/standards/accessibility. All documents need to be tagged, have the correct document properties, correct reading order and all figures, images, graphics need to have alternative text added.

Your Proposal must be broken into two (2) separate packets. Your Proposal “Packet A” must consist of:

- Your responses to scoring Criteria 1 through 4; and
- Packet “A” is limited to 20 pages, single sided only, not including the front and back cover.

Your Proposal “Packet B” must consist of:

- Your letter of transmittal;
- Your response to scoring criteria 5, 6 & 7 (Performance Evaluations must be included in this packet);
- Your Consultant Information forms for both the Prime Consultant and all proposed Sub-Consultants;
- Your completed “Contractor Certification - Workers' Rights” forms for both the Prime Consultant and all proposed Sub-Consultants;
- Your completed “Wage Theft Prevention Contractor Certification - Professional Services” forms for both the Prime Consultant and all proposed Sub-Consultants; and
- Packet “B” has no page number limitations.

The Proposal shall meet the following requirements or may be deemed non-responsive and may not be eligible for consideration of this work:
• Title of the SOQ and your firm clearly identified on the cover of the submittal Packets “A” and “B”, and the letter of transmittal;
• Proposal broken into “Packet A” and “Packet B” (two (2) separate documents) as indicated above;
• Responsive to all evaluation criteria;
• Meeting page limitations and font size requirements; and
• Meeting submittal deadline submission date and time.

Faxed submittals will not be accepted. Submittals must arrive at the following email address no later than 4:00 p.m. PDT on March 2, 2021.

Submittal email address: CSOSubmittals@wsdot.wa.gov

Note: Submitters may want to consider setting your email to automatically receive a “Delivery/Read Receipt” for confirmation purposes, as WSDOT will not respond with notification of receipt.

Multiple emails are acceptable due to file size limitations of 20mb per email.

The Consultant, with regard to the work performed during the resulting agreement, shall not discriminate on the grounds of race, color, sex, or national origin in the selection and retention of sub-consultants, including procurement of materials and leases of equipment. The Consultant shall not participate either directly or indirectly in the discrimination prohibited by 49 CFR Section 21.

The agreement for services is subject to provisions of Executive Order 11246 (Affirmative Action to Ensure Equal Employment Opportunity) and to the provisions of the Department of Transportation Regulations 49 CFR 26 (Disadvantaged Business Enterprise.)

The department has an overall Disadvantaged Business Enterprise (DBE) Goal. The DBE goal for participation will be obtained through a combination race-neutral/race-conscious means as outlined in WSDOT’s “Disadvantaged Business Enterprise Program Plan”. DBE goals on federally assisted projects will be set utilizing the criteria outlined in the plan and the “DBE Participation Calculation Methodology Worksheet for Consultant Services.” The department encourages disadvantaged, minority, and women-owned consultant firms to respond.

**Debriefing Procedures**

A. Debrief Conferences
   CSO offers, if requested, a debrief to all proposers. The request must be submitted in writing, within 3 business days of official notification of an unsuccessful proposal. The request shall be sent to WSDOTCSO@wsdot.wa.gov.

B. Debrief Protests
   All debrief protests must be submitted in writing, within 5 business days of the debrief conference. The request shall be sent to WSDOTCSO@wsdot.wa.gov.

**Protest Procedures**

A. Form and Substance
All protests regarding any contents or portion of this SOQ must be submitted to WSDOT Headquarters Consultant Services Office (CSO). Protests must be received by CSO between the submittal due date, as shown on the last page of this SOQ, and no later than 3:00 PM PST, two (2) business days following the submittal due date. All protests must be in writing and signed by the Proposer/protestant or an authorized agent. Such writing must state all facts and arguments on which the Proposer/protestant is relying as the basis for its action. Such Proposer/protestant shall also attach, or supply on demand by CSO, any relevant exhibits referenced in the writing. Copies of all protests and exhibits shall be mailed or delivered by the Proposer/protestant to the Proposer against whom the protest is made (if any) at the same time such protest and exhibits are submitted to CSO. All protests shall be directed to:

CSOSubmittals@wsdot.wa.gov

B. Pre-Selection Protests
   To allow sufficient response time, all pre-selection protests (i.e., prior to CSO’s official selection of the successful proposal(s)) must be received by CSO no later than 3:00 p.m. PDT of the second business day after the Final Proposal Due Date. If the protest is mailed after the Final Proposal Due Date, and before the pre-selection protest deadline, the Proposer/protestant shall immediately notify CSO’s Manager by telephone, or some other means of rapid communication, that a protest has been made.

   CSO shall consider all the facts available to it and issue a decision in writing within five (5) business days after receipt of the protest, unless more time is needed. The Proposer/protestant and the Proposer(s) against whom the protest is made will be notified if a longer time is necessary and, if the additional time required affects the Final Proposal Due Date or the selection date, all Proposers shall be notified.

   CSO's decision shall be final and conclusive. Selection of the successful Proposer, if any, will be postponed until after CSO has issued its decision.

C. Post-Selection Protests
   CSO shall notify all unsuccessful Proposers of CSO’s selection decision. To allow sufficient response time, all post-selection protests must be received by CSO no later than 3:00 p.m. PDT of the second business day after receipt of a Non-Selection Notice. If the protest is mailed before the post selection protest deadline, the Proposer/protestant shall immediately notify CSO’s Manager by telephone, or some other means of rapid communication, that a protest has been made.

   CSO shall consider all the facts available to it and issue a decision in writing within five (5) business days after receipt of the protest, unless more time is needed. The Proposer/protestant and the Proposer(s) against whom the protest is made will be notified if a longer time is necessary and, if the additional time required affects the Award Date, all Proposers will be notified.

   CSO’s decision shall be conclusive unless appeal from it is taken by an aggrieved firm to the Superior Court of Thurston County within five (5) calendar days after receiving notice of CSO’s decision on the protest. The court shall hear any such appeal on CSO’s administrative record for the project. The
court may affirm CSO’s decision, or it may reverse the decision if it determines the action of CSO was arbitrary and capricious.

Post-selection protests which do not comply with the above-specified procedures will not be considered.

D. Post-Debrief Protests
   To allow sufficient response time, all post-debrief protests must be received by CSO no later than 3:00 p.m. PDT of the second (2nd) business day following the debrief. If the protest is mailed before the Post-Debrief protest deadline, the Proposer/protestant shall immediately notify CSO’s Manager by telephone, or some other means of rapid communication, that a protest has been made.

   CSO shall consider all the facts available to it, and issue a decision in writing within five (5) business days after receipt of the protest, unless more time is needed. The Proposer/protestant and the Proposer(s) against whom the protest is made will be notified if a longer time is necessary and, if the additional time required affects the Final Proposal Due Date or the selection date, all Proposers shall be notified.

   CSO's decision shall be final and conclusive. Selection of the successful Proposer, if any, will be postponed until after CSO has issued its decision

System for Award Management (SAM) Excluded Parties Records
A. Per federal regulations, CSO is required to ensure, to the best of its knowledge and belief, that none of the principals, affiliates, third party Contractors and subcontractors are suspended, debarred, ineligible or voluntarily excluded from participation in federally assisted transactions or procurements. Federal regulations require CSO to review records of excluded parties in the federal System for Award Management (SAM) before entering into any third party Contracts exceeding $25,000.00.

B. Prior to award of a federally funded Contract, CSO will search the SAM system to ensure that excluded parties do not participate in covered transactions.

C. To learn more about the federal SAM, go to www.sam.gov/portal/public/SAM/.

Public Records
Submittals received as a result of this SOQ and the resulting score sheets may be posted to CSOs web page.

To the extent consistent with chapter 42.56 RCW, the Public Disclosure Act, WSDOT shall maintain the confidentiality of Consultant’s information marked confidential or proprietary. If a request is made to view Consultant’s proprietary information, WSDOT will notify Consultant of the request and of the date that the records will be released to the requester unless Consultant obtains a court order enjoining that disclosure. If Consultant fails to obtain the court order enjoining disclosure, WSDOT will release the requested information on the date specified.

WSDOT’s sole responsibility shall be limited to maintaining the above data in a secure area and to notify Consultant of any request(s) for disclosure for so long as WSDOT retains Consultant’s information in
WSDOT records per state law. Failure to so label such materials or failure to timely respond after notice of request for public disclosure has been given shall be deemed a waiver by Consultant of any claim that such materials are exempt from disclosure. WSDOT reserves the right, if it deems action to be in the best interest of WSDOT, to reject any and all submittals or to waive any irregularities or informalities therein. Any incomplete, false or misleading information provided by or through the Consultant shall be grounds for non-consideration. If submittals are rejected, WSDOT further reserves the right to investigate and negotiate with the next ranked Consultant in order of ranking or to reject all Consultants and re-solicit for additional firms.

Any questions regarding this SOQ should be directed to WSDOT’s Headquarters Contract Services Office at CSOSubmittals@wsdot.wa.gov 360-705-7549.

Questions will be accepted through 4:00 pm PDT on February 19, 2021. Questions and answers will be posted in the form of a Q&A document on the advertisement webpage. Questions are posted on the webpage anonymously.

**Americans with Disabilities Act (ADA) Information**
This material can be made available in an alternate format by emailing the WSDOT Diversity/ADA Affairs team at wsdotada@wsdot.wa.gov or by calling toll free 1-800-362-4ADA(4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.

**Title VI Statement to Public**
It is the Washington State Department of Transportation’s (WSDOT) policy to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by the Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities. Any person, who believes his /her Title VI protection has been violated, may file a complaint with WSDOT’s Office of Equal Opportunity (OEO). For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact OEO’s Title VI Coordinators: Eastern Washington at 509-324-6018; or Western Washington at 360-705-7082.


Date of publication in WEBS: February 2, 2021.

Submittal Due Date and Time: 4:00 p.m. PDT on March 2, 2021.