

***State of Washington
Department of Transportation
Notice to Consultants
2010 Statewide On-Call Communications and
Public Involvement Services***

Washington State Department of Transportation solicits interest from consultants interested in submitting a Statement of Qualification to provide On-Call Communications and Public Involvement Services. WSDOT will be awarding at least six (6) On-Call agreements. These agreements will be for approximately three (3) years with a dollar value of \$3,000,000.00 each. These agreements will be On-Call Task Order agreements with no minimum amount of work guaranteed.

WSDOT reserves the right to amend terms of this Request for Statement Qualifications (SOQ) to circulate various Addenda, or to withdraw the SOQ at any time, regardless of how much time and effort vendors 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 will require expertise in public involvement planning, communications planning, public information and public education efforts, developing creative concepts, communication production techniques, market research, and marketing on a statewide basis. Successful consultants will demonstrate the following expertise:

Strategic Planning for Communications

Consultants must provide expertise in strategic planning, development, and evaluation of effective and targeted public information, public education, public affairs, marketing, 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.

Market Research and Analysis

Consultants must provide the ability to produce, analyze, and use qualitative and quantitative market and community research. Consultants must provide the ability to gather, analyze, and present interests and concerns of communities and the public.

Creative Concepts, Design, and Content

Consultants must provide expertise in development and production of compelling messages, text and images that effectively reach varied target audiences.

Distribution and Media

Consultants must provide expertise in distributing communications products, including expertise in conducting media relations, media planning and purchase, database management and use, and ability to target specific audiences.

Product Development and Production

Consultants must provide expertise in developing and producing communications products for a variety of mediums, including print, video, direct mail, Internet, transit, outdoor, display and radio.

Evaluation Criteria

Pursuant to state and federal regulations, a qualifications-based selection process will be used to select a consultant for this On-Call project. The following information and criteria will be used to evaluate and rank responses:

- Qualifications/Expertise of Firms on Team;
- Qualifications of Proposed Project Manager(s);
- Key Team Members Qualifications (Prime Consultant and Sub-consultant);
- Firm's Project Management System (Prime Consultant Only);
- References/Past Performances (Prime Consultant Only);
- Cost Factors (Prime Consultant Only); and
- Work Samples

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 may short-list qualified consultants that have submitted the highest scoring responsive Statements of Qualifications and invite them to present at a selection interview. WSDOT reserves the right to select the highest scoring consultant from the written qualifications without conducting interviews.

If interviews are held, WSDOT will notify the consultants of their scheduled times and locations. The preliminary evaluation criteria for the interview scoring will be as given below; but is subject to revision based on the written qualifications. WSDOT will consider the scoring points earned for both the written Statements of Qualifications and the interviews together for determining this qualifications-based selection.

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. All scoring criteria will be rated on a scale of 0 (Low) to 20 (High.)

Submittals

Consultants are invited to submit their Statement of Qualifications at their own cost. WSDOT assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. The submittal should be submitted on CD's only and formatted as follows: limited to a total maximum number of thirty (30) sheets submitted only on single sided (single sided meaning one side only of a single sheet of paper) typed 8.5" x 11" and with type size no smaller than 12 point. If charts and/or graphs are utilized text must be no smaller than 8 point. The page limitation does not apply to the transmittal letter, front and back covers, the completed

Performance Evaluation forms, the completed Submittal Information Packet form(s) and the five (5) work samples.

Your Statement of Qualifications must be broken into three (3) separate packets.

“Packet A” - Statement of Qualifications:

- Your responses to scoring Criteria 1 through 4.

“Packet B” - Statement of Qualifications:

- Your letter of transmittal;
- Your response to scoring criteria 5 and 6; **and**
- Your Submittal Information form(s.)

“Packet C” - Statement of Qualifications:

- Your response to scoring criteria 7 – your five (5) work samples;

The SOQ shall meet the following requirements or will be deemed non-responsive and will not be eligible for consideration of this work:

- Firm Name and Title of the SOQ clearly identified on the cover of the submittal, Transmittal Letter and all CD's;
- Transmittal Letter;
- Completed Submittal Information form for the Prime Consultant and all proposed Sub-Consultants (1 set);
- Completed Performance Evaluations for the Prime Consultant Only;
- Responsiveness to all evaluation criteria;
- Meeting page limitations and font size requirements; and
- Meeting submittal deadline submission date.

Materials submitted in response to this competitive procurement shall become the property of WSDOT and will not be returned. All submittals received will remain confidential until WSDOT and the successful consultant signs the agreement resulting from this advertisement. All submittals are deemed public records as defined in the RCW 42.17.250 to 42.250.340.

Faxed or e-mailed submittals will not be accepted. One (1) CD of your “Packet A”, one (1) CD of your “Packet B”, and one (1) CD of your “Packet C” shall be submitted on PC readable compact disc (CD-R), in Adobe Reader compatible (PDF) format. CD's only – no hardcopies, please.

Submittals whether mailed or hand-delivered, must arrive at the following address no later than 5:00 pm on Wednesday, February 24, 2010.

PHYSICAL ADDRESS:

Consultant Services Office
Washington State Department of Transportation
310 Maple Park Ave SE
Olympia, WA 98501

MAILING ADDRESS:

Consultant Services Office
Washington State Department of Transportation
PO BOX 47323
Olympia, WA 98504-7323

Any questions regarding the submittal process should be directed to the Consultant Services Office, at 360-705-7104.

Questions regarding the technical aspect of this SOQ should be directed to Mr. Lloyd Brown at 360-705-7075.

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." The department encourages disadvantaged, minority, and women-owned consultant firms to respond.

Persons with disabilities may request this information be prepared and supplied in alternate formats by calling collect 206-389-2839. Persons with hearing impairments may call 1-800-833-6388 (Washington State Telecommunications Relay Service) and ask for 206-515-3683.

Dates of publication in the Seattle Daily Journal of Commerce: Monday, January 25, 2010 and Monday, February 1, 2010

Submittal Due Date: Wednesday, February 24, 2010