



Request for Proposals For Professional Service Assistance

INTRODUCTION

General

The Permian Basin MPO (PBMPPO) is soliciting proposals from qualified firms to strengthen its ongoing public involvement process with innovative outreach strategies and tools for the 2045 Metropolitan Transportation Plan (MTP) Update. Proposals must be prepared and submitted in accordance with the goals, requirements, format, and guidelines presented in this RFP document.

PBMPPO is the designated Metropolitan Planning Organization (MPO) for the urban area including the cities of Odessa and Midland as well as portions of Midland, Martin, and Ector Counties. PBMPPO has responsibility and oversight for all federally funded surface transportation planning activities in the region.

SCOPE OF WORK

Background

Public involvement is a critical component in the development of any Metropolitan Transportation Plan. It is prescribed as part of PBMPPO's Public Participation Plan, located at: <http://www.permianbasinmpo.com>. PBMPPO's typical outreach includes: presentations to member agencies, municipalities, and civic organizations; a large public forum; smaller public workshops at key stages during MTP development, and a public outreach collaboration. This proposal seeks a qualified consultant to strengthen PBMPPO's ongoing public involvement process with innovative outreach strategies with particular attention paid to an ultimate goal of increasing public comment and feedback from stakeholders.

Project Goal

PBMPO is conducting an update to its Metropolitan Transportation Plan and wants a robust and inclusive public outreach process to feed the MTP development process.

The primary objective is to develop an outreach strategy that will strengthen PBMPO's ability to reach out to, communicate with, and hear input from the public including both traditional and nontraditional audiences. The public is to consider and communicate their vision of, and preferences for, their transportation system. Public input will influence the MTP's mix of goals, objectives, and actions.

We invite proposers to offer an outreach strategy that meets our needs, using their professional judgment in offering best practices in public outreach. Proposers should utilize the latest in technology and visualization techniques to increase public involvement using methods that have a proven history of success.

Project Deliverables

Task 1: Strengthen PBMPO's Ongoing Public Involvement Process with outreach strategies and tools for the 2045 Metropolitan Transportation Plan Update. The consultant will work with PBMPO staff and Technical Advisory Committee (TAC) to develop strategies and techniques to increase public involvement and outreach for the 2045 Metropolitan Transportation Plan (MTP) Update. Public outreach strategies should optimize the use of PBMPO staff resources.

- 1.1 Outreach Strategy: The consultant must develop a strategy for comprehensive public outreach throughout the development of the MTP (see MTP development schedule on the following page) to ensure that stakeholders, elected officials, and interested members of the community have ample opportunity to understand and provide meaningful input into the region's transportation planning process. A major goal of the public outreach effort is to reach out to nontraditional as well as traditional audiences to include them in the transportation planning process. The strategy should reflect best practices for public outreach with particular attention to Title VI populations, including Hispanic, low literary, low income, minority, transit-dependent, and other groups traditionally underserved by transportation planning activities.
- 1.2. Meetings, Events and Web: The consultant will develop high quality content for meetings, events, and website usage. This includes display boards, presentations, flyers, postcards, logos, and other graphics and materials.
- 1.3. Public Outreach Chapter: The consultant will deliver a chapter of the MTP that details the outreach effort employed and summarizes the results of the input. This should include a summary of all the public comments received and responses.
- 1.4 Public Participation Plan: Review and recommend amendments to the PBMPO's Public Participation Plan.

Project Deliverables

Following is a complete list of all project deliverables:

Deliverable	Description
Deliverable #1	Describe outreach strategy in detail
Deliverable #2	Review, comment and edit existing MPO Public Participation Plan
Deliverable #3	Attend and provide report on public involvement during MTP workshops and other public events, not to exceed four (4) in the MPO boundary.

Proposal Content

The proposal will contain at least the following documentation:

1. Cover Letter - This should include a brief summary of the key points of the proposal and the approach to accomplishing the study. The name, address, and telephone number of the firm, as well as the primary contact person's name and that person's e-mail address, should also be included.
2. Study Methodology - This should include the Consultant's approach to tasks to accomplish the work outlined in the Scope of Work. This Section should demonstrate an understanding of the project, the local transportation system and Federal and State transportation planning requirements. This section is limited to ten pages and no less than 11-point font.
3. Key Personnel - One paragraph summaries of qualifications and experience should be submitted for all personnel assigned to the project. The assignment of personnel must specifically contain the percent of time by personnel for each task included in the Scope of Work. The successful responder to this RFP must understand that they are expected to provide qualified personnel to accomplish each portion of the work in this study. The MPO and/or its representative(s) will maintain the right to request the removal of any personnel found, in their opinion, during the course of work on this project, to be unqualified to perform the work.
4. Management Plan - The management plan must contain a schedule of work that reflects the timing of deliverables and other significant milestones in the completion of the project; a percent of time by task for the Prime and each subconsultant; and the means by which the project would be coordinated with other related work. The purpose of the management plan is to specify the distribution of emphasis between tasks and the distribution of participation between the Prime and each subconsultant for each task described in the Scope of Work.
5. Related Work - Work closely related to that described in the Scope of Work which has been performed by the specific personnel assigned to this project should be briefly outlined in the proposal. Emphasis should be placed on work undertaken in the past five years only.

Duration of Contract

This contract will cover an approximate five (5) month period from the date of the Notice to Proceed.

Disadvantaged Business Enterprise Participation

The MPO encourages submitting individuals or companies to consider utilizing DBE firms in the proposals. However, nothing in this provision shall be construed to require the utilization of any DBE firm which is either unqualified or unavailable.

Compliance with Federal Regulations

The Proposer's attention is called to the fact that this contract is subject to a financial assistance contract between the MPO and FHWA and FTA of the USDOT and TxDOT. The contract to be let, therefore, is subject to the terms of the contract between the MPO, USDOT and TxDOT. The successful Proposer will be required to comply with, in addition to other provisions of the Request for Proposal, the conditions required by all applicable Federal and State regulations, including the following:

1. Equal Employment Opportunity - Successful Proposer will be required to comply with all applicable Equal Employment Opportunity Laws and Regulations.
2. Title VI Assurances - Successful Proposer will be required to comply with all requirements imposed by Title VI of the Civil Rights Act of 1964 (49 U.S.C. Section 2000d), the Regulations of DOT issued thereunder (49 C.F.R. part 21), and assurances by the MPO thereto.

SUBMISSION REQUIREMENTS

The Consultant shall submit four (4) bound copies of a Proposal/Statement of Qualifications and one (1) unbound or electronic copy for purposes of sharing with PBMPO staff. Receipt of insufficient copies of the Proposal or not providing the required information in the desired format may result in elimination from the selection process. The submission shall include the following:

- Identification of the consultant's project manager and a description of this person's experience with similar projects. The project manager may not change during the project without written permission from PBMPO.
- A description of qualifications and experience for each individual and firm participating in the project team, including an organization chart showing the relationship of each individual to the overall project work plan.
- Three current references (more recent than five years) for each individual and/or firm that will have significant and specific responsibility for this project.
- A Technical Proposal that demonstrates an understanding of the project, describes the proposed approach and lists the proposed reports and products. This is limited to three (3) pages.
- A proposed level of effort delineating the staff assigned with title, hours and hourly rate for each task.

- A proposed schedule showing the time line for each task including milestones and significant meetings or reviews.
- A written statement that all terms and conditions contained in this RFP are accepted by the consultant.
- A statement that the consultant will comply with Title VI of the Civil Rights Act of 1964, to the end that no person in the United States shall, on the grounds of race, color, national origin, sex, disability or age, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination.
- A declaration that the consultant is an Equal Opportunity Employer and does not discriminate in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation or marital status.
- A declaration that the organization is not debarred or suspended from federally assisted contracts.
- The consultant shall accept all applicable Federal Highway Administration (FHWA) requirements.
- Identification of the contact person during the selection phase, including the name, address, telephone numbers and email address. This contact must be available during normal business hours.

PBMPO will also consider:

- Creativity in identifying approaches to advance the MPO's public involvement record.
- The extent to which Disadvantaged Business Enterprises are used (any firm wishing to be recognized as DBE must provide documentation such as official DBE certification.)

EVALUATION AND SELECTION

PBMPO may select a short list of at least two firms who may be invited to make a presentation regarding their team and approach. The initial qualifications-based selection will be made by evaluating the proposal using these criteria:

1. Qualifications and previous related experience of key personnel to be assigned to this study. Highlight staff members' successful experience in previous regional thoroughfare planning. (30%)
2. Understanding of United States Department of Transportation (USDOT) and Texas Department of Transportation (TxDOT) transportation planning requirements. Understanding of work requirements as outlined in the proposed study methodology. (10%)
3. Demonstrated knowledge of the study area. (25%)
4. Firm's previous related work experience within the past five years which includes citing previous experience in similar studies. (20%)
5. A detailed Management Plan demonstrating the ability to meet time schedules in the contract for this study and the ability to complete the project on the required schedule. (15%)

SUBMISSION DATES, ADDRESS AND CONDITIONS

*The deadline for proposals is **4:00 P.M. on May 29, 2019** at the PBMPO offices. Proposals received after this time and date will not be accepted nor considered. Tentatively, MPO staff may interview finalists during the week of **June 3rd**.*

Four (4) bound copies and one (1) unbound or electronic copy must be mailed, or hand delivered to:

PBMPO
P.O. Box 60916
ATTN: Alyssa Chavez, Office Manager

PBMPO's street address is 9601 Wright Drive, Midland, TX 79706 should a courier service be the preferred delivery method. This method of delivery is not recommended by PBMPO staff.

The selected firm(s) will assume sole responsibility for completion of the tasks required by this RFP.

PBMPO reserves the right to reject any or all RFP responses.

PBMPO is not liable for any cost incurred by the consultant in preparation or presentation of the proposal.

For additional information:

Contact: Cameron Walker, AICP, Executive Director
Permian Basin MPO, cwalker@permianbasinmpo.com