



**REQUEST FOR QUALIFICATIONS  
(RFQ) & EXPRESSIONS OF INTEREST  
CONSULTING SERVICES**

(29 Del.C. §6982(b))

**Agreement No. 1712**

**MS4 PUBLIC EDUCATION & OUTREACH SERVICES**

**PROJECT DESCRIPTION**

The purpose of this procurement is to establish an open-end/task order agreement with a consultant for a period of three (3) years to assist the Delaware Department of Transportation (DelDOT) and New Castle County with implementation of the MS4 Public Education and Outreach plan. The majority of this effort will be focused in New Castle County. Some parts of the program may be implemented by DelDOT in other parts of the state that are covered by its Phase II MS4 permit(s).

On May 7, 2013, New Castle County and DelDOT were issued a Phase I NPDES municipal separate storm sewer system (MS4) permit that requires the County, DelDOT and other co-permittees to develop and implement a Stormwater Pollution Prevention and Management Plan (SWPP&MP) that includes a public education and outreach program. A copy of this permit may be viewed online at <http://www.deldot.gov/stormwater/permit.shtml>.

The Phase I permit requires that the public education and outreach program:

- Increase the knowledge of the target communities regarding MS4s, impacts of urban runoff on receiving waters, and potential BMP solutions for the target audience;
- Change the behavior of target communities to reduce pollutant releases to MS4s and the environment; and
- Decrease the discharge of pollutants to the MS4 by engaging the public.

The program must have clear goals and objectives, identify target audiences, have messages specific to target audiences, include packaging and distributing the messages, and provide evaluation of the education and outreach plan.

**CONSULTANT SERVICES REQUIRED**

The services requested are for a consultant to develop and implement public education campaigns to support the MS4 Program and to measure their effectiveness. Specifically, the consultant will be required to:

- Identify target audiences specific to campaigns listed below;
- Develop public education/outreach strategies as needed for reaching identified audiences;
- Implement public education/outreach campaigns;
- Develop education and outreach materials;
- Calculate the number of impressions made during each campaign;
- Survey audiences pre- and post-campaign to measure the effectiveness of outreach efforts;
- Make program recommendations and/or modifications based upon survey results;

- Work with or coordinate with other consultants, organizations and/or public agencies as required to implement, leverage or enhance programs and campaigns;
- Assist, as needed, in writing grant proposals to help fund public education and outreach campaigns;
- Attend meetings and make presentations as necessary with DelDOT, the County, co-permittees, and/or regulatory officials;
- Additional tasks, as needed, to meet Public Education and Outreach goals and requirements.

### **SPECIFIC CAMPAIGNS**

Specific campaigns to be implemented by the consultant will include, but may not be limited to, promotion of the following:

- (1) Proper management and disposal of used motor vehicle fluids and household hazardous wastes;
- (2) Proper management and disposal of grass clippings, leaf litter and domestic animal wastes;
- (3) Proper use of water to limit excess pollutants from non-stormwater discharges from activities such as car washing and lawn irrigation;
- (4) Proper use, application and disposal of pesticides, herbicides and fertilizers by commercial and private applicators and distributors;
- (5) Public participation events to promote water quality awareness;
- (6) Residential/private installation of Green Technology stormwater BMPs that reduce runoff.

The successful Lead/Prime consultant will need to demonstrate the following qualifications:

- Expertise and experience in development and implementation of public education and outreach campaigns to meet the requirements of NPDES MS4 permits;
- Experience conducting statistically valid surveys to assess program effectiveness;
- Knowledge of, and experience in developing water quality education programs for Delaware watersheds;
- Experience in coordination and promotion of public participation events, such as stream cleanups or storm drain stenciling.
- Knowledge of, and experience with innovative, targeted social marketing techniques;
- Expertise in evaluating the effectiveness of public education and outreach campaigns, including use of surveys;
- Demonstrated success in providing stormwater education and outreach programs to all age groups and to both the general public and to the commercial/business community.
- Sufficient qualified staff to implement required tasks within the time frames established by DelDOT and the County.

### **SUBMISSION REQUIREMENTS**

1. **Expression of Interest submissions** must be received by: **3:00 P.M. Local Time, Wednesday, June 11, 2014.**

Facsimile responses to this Request for Expressions of Interest are not acceptable. No response hand-delivered or otherwise will be accepted after the above date and time. Expressions of Interest arriving after the deadline will be rejected regardless of the reason for late arrival.

DelDOT's time is considered the official time for determining the cut-off for accepting Expression of Interest submissions. Firms wishing to be considered for work on this project must submit statements expressing interest as set forth herein. Any variation, including additions, is considered a basis for rejection. Expressions of Interest are to be mailed or delivered to:

Wendy B. Henry, Consultant Control Coordinator  
Contract Administration  
Delaware Department of Transportation  
800 Bay Road, Dover, DE 19901

2. **Specific Type Firm Solicited:**

There is no pre-registration requirement in order to submit an expression of interest on this project. The selected firm(s) may be required to register upon selection.

3. **The Consultant shall submit one (1) original and five (5) copies** of an Expression of Interest. Receipt of insufficient copies of the Expression of Interest and non-compliance with providing the requested information in the desired format may result in elimination from the overall shortlist and selection process.

4. **In order to comply with the State of Delaware's Freedom of Information Act**, firms responding to this Request for Qualifications **shall prepare and submit** one (1) electronic copy (e.g. CD, flash drive) of their Expression with any proprietary or confidential information redacted. This copy should be clearly marked as "Redacted Copy" and submitted along with the other copies. **This electronic copy is required even if the submission contains no proprietary or confidential information.** Firms should review Delaware's Freedom of Information Regulations, section 6, Requests for Confidentiality, on the DelDOT Website [www.deldot.gov](http://www.deldot.gov) and Section 10002(1) "Public record" of the Delaware Code, <http://delcode.delaware.gov/title29/c100/index.shtml> to determine what information may be considered proprietary or confidential and may be redacted from their Expression of Interest.

5. **Joint venture** submissions will not be considered.

6. **DelDOT reserves the right to reject** any and all Expressions of Interest. All submissions become property of the Delaware Department of Transportation and shall be retained for a period not to exceed 30 days from the date of the approved shortlist. DelDOT reserves the right to any and all ideas included in this response without incurring any obligations to the responding firms or committing to procurement of the proposed services.

## **RATING CRITERIA**

Major factors/criteria for the establishment of a reduced candidate/shortlist and selection:

| <b>CATEGORY</b>  | <b>Weight Assigned</b> |
|--|------------------------|
| Key Staff/Project Team qualifications  | <b>20%</b>             |
| Experience in conducting work with similar scope and complexity                              | <b>15%</b>             |
| Demonstrated experience assessing program effectiveness                                      | <b>20%</b>             |
| Project understanding/approach/services required   | <b>20%</b>             |
| Demonstrated experience conducting targeted public outreach on the specified campaign topics | <b>25%</b>             |

**NOTE:** Selection Committee membership appointments are confidential.

### **CONTACTS**

**Responses to questions concerning the RFQ, submissions, and procedures** may be obtained by submitting you questions to the DOT Professional Services mailbox at [DOT.Profservices@state.de.us](mailto:DOT.Profservices@state.de.us) or via telephone at (302)760-2531. In order to ensure a timely response, questions must be submitted at least two (2) business days before the Expressions of Interest due date.

### **QUESTIONS**

The Department's response to questions will be posted on the State of Delaware Bid Solicitation Directory Website: <http://www.bids.delaware.gov/>.

### **OVERVIEW OF SELECTION PROCESS**

In accordance with the Department's procurement procedure 3.3.2.4, the Selection committee shall base its selection on the above listed Criteria utilizing only the submitted Expressions of Interest. The Department retains the right to contact submitting firms to clarify Expressions of Interest if needed. The Department's Professional Services Procurement Manual may be viewed [here](#).

After the selection process has been completed, applicable price information will be requested from the successful candidate; i.e. salary rates for various classifications of personnel, and an indirect cost derivation for the most current accounting period. It is expected that all firms submitting are prepared for the work and include necessary work materials in their overhead rates. If an interested firm is requested to submit a priced proposal, the proposal should substantially reflect the same composition and area of involvement as the Expression of Interest submission.

Payroll burden and overhead will be computed on direct salary costs only (not including overtime) at the consultant's audited rate, as per Federal Acquisition Regulations Part 31, and Department policies. Computer and CADD costs are not allowable as a direct cost to this project. Rate determination and applicability is subject to audit by the Department. Additionally, candidates should be prepared for the Department to work with your current accounting firm to provide information and backup documentation. Full and immediate cooperation is required to avoid delays in execution of an agreement. Failure to cooperate may result in breaking off of negotiations and moving to the next ranked firm.

### **EXPRESSION OF INTEREST REQUIREMENTS**

The letter portion of the Expression of Interest shall indicate the firms desire to perform services and indicate the specific tasks or areas of expertise, which will be subcontracted, and to whom. Interested firms must submit the material required herein or they will not be considered for the project.

1. Please submit the firm's mailing address, phone number, and an e-mail address for the firm's point of contact person on page 1 of the Letter of Interest. Future contacts by DelDOT will be done via e-mail, whenever possible.
2. The Expression of Interest submission should be tabbed and collated in the following order:

#### **A. Table of Contents**

Table of Contents (1 per set) - Limited to One (1) page on 1 sheet of paper

#### **B. Letter of Interest**

Letter of Interest (1 per set) - Limited to four (4) pages on two (2) sheets of paper  
Indicate the following:

- (1) An understanding of the anticipated assignments, services required, and approach to providing the services required.
- (2) Identify who the proposed project manager will be and what office location they will be working from.
- (3) The location, size, and description of the firm.
- (4) Availability of personnel for immediate placement.
- (5) Sub-consultant usage if anticipated. Indicate the percentage of work estimated to be performed by the sub vs. the prime. Also, indicate if the prime consultant has previously worked with the proposed sub and give a brief example of the previous relationship(s).
- (6) The Prime/Lead consultant must indicate the present workload either as a Prime Consultant or a Sub-Consultant with the Delaware Department of Transportation by Location, Agreement No. (to include Supplementals), Total Dollar Upset Limit, total paid-to-date, and the amount still available for use on the project(s). Also, include the estimated date of completion. If possible, include the estimated fees for any Delaware DOT projects for which your firm has been selected and does not have an executed agreement in place.
- (7) Provide a listing of contracts with DelDOT for the past five (5) years. Clearly indicate if your firm has not been short listed for a DelDOT project within the past five (5) years.

### C. Specific Examples

Examples - Limited to two (2) pages on one (1) sheet of paper

- (1) Describe specific examples of public education campaign(s) that you have developed and/or implemented in one or more of the subjects listed on page 2 of the RFQ under Specific Campaigns.
- (2) Discuss if the campaign was targeted to certain audiences and how its effectiveness was assessed.  
Website links to additional information or materials from the campaign may be included in the text, if appropriate.

### D. Project Organization Chart

Project Organization Chart (1 per set) - Limited to one (1) side of one sheet of paper.

### E. Architect-Engineer Qualifications

Provide either form SF330, or; SF254 and SF255

- (1) GSA form SF330 <http://www.gsa.gov/portal/forms/download/116486>

Or:

- (2) GSA forms SF254 and SF255 (forms are obsolete but may be used)

Instructions for completing the SF 255 form:

- a) **Item # 4, Personnel by Discipline**, the consultant shall document clearly personnel by discipline presently employed at the work location proposed and their availability for assignment to this project.
- b) If more than one (1) location is being proposed, the consultant must clearly document all locations proposed and show the total number of personnel by discipline for all locations proposed.
- c) **Item #7, Key Staff**, is limited to eight (8) individuals who are expected to spend a significant amount of productive time on the project. Staffing information can be either shown as two (2) individuals per page/sheet, or one (1) individual per page/sheet. Resume information presented may pertain to individual(s) that is/are not connected with the Prime/Lead consultant. It should be clearly noted what the affiliation is for any SF 255 resume information submitted other than for the Prime/Lead consultant firm. Resume information is limited to eight (8) individuals regardless of affiliation. Experience listed should be limited to that within the last five (5) years.  
If the proposed project personnel have been with the lead firm for less than one (1) year, indicate the name(s) of the previous employer(s) and the length of employment with the previous employer (s) for the last five (5) years.
- d) **Information for Item #8, Similar Projects**, shall be limited to five (5) similar projects and shall not exceed one (1) page in length.
- e) **Information for Item #10, Additional Information**, shall not exceed one (1) page.

**NOTE:** Submit either a SF255 or a SF330 as prescribed above.  
CANNOT SUBMIT BOTH OR INTERMINGLE THE FORMS.

Also, item limitations are the same regardless of the form being used (i.e. if using SF330 submit 8 resumes (1 per page), 5 similar projects (1 project per page) and one (1) page additional information)

#### **F. References**

Provide a list of References who have personal knowledge of the prime consultant's and the sub-consultant's previous performance. Provide three (3) client references each for both the prime and the sub-consultant(s). The references must include **verified** addresses and telephone numbers, contact persons, and a brief description of services that have been provided similar to those described by Delaware DOT for this project.

- (1) References shall be shown on separate sheets (limited to one (1) single-sided sheet; one sheet for the prime and one sheet for each sub proposed). These shall not be included in the four page Letter of Interest.

No promotional materials or brochures to be included as part of the Expression of Interest package.

The Department is not liable for any cost incurred by the consultant in the preparation or presentation of the Statement of Qualifications.

Any individual, business, organization, corporation, consortium, partnership, joint venture, or any other entity including subconsultants currently debarred or suspended is ineligible to participate as a candidate for this process. Any entity ineligible to conduct business in the State of Delaware for any reason is ineligible to respond to the RFQ.

The Department of Transportation will affirmatively insure individuals and businesses will not be discriminated against on the grounds of race, creed, color, sex, or national origin in consideration for an award. Minority business enterprises will be afforded full opportunity to submit bids/proposals in response to this invitation.

**Department of Transportation**

**State of Delaware**

**By: Shailen P. Bhatt**

**Secretary**

**Dover, DE**

May 19, 2014