



Delaware Department of Transportation

**REQUEST FOR PROPOSALS  
PROFESSIONAL SERVICES**



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RFP Number: **1844**

**MS4 Public Education and Outreach Services**

Submission Due Date/Time: **Thursday, August 3, 2017 at 2:00 P.M. Local Time**

Three (3) year Term with two (2) possible one-year extensions

Agreement Type: State

One (1) agreement may be awarded from this solicitation.

State Funded

The anticipated method of payment is cost plus fixed fee.

29 Del.C. §6981

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**PROJECT INFORMATION**

This Request for Proposal (RFP) issued by the Delaware Department of Transportation is for the purpose of acquiring Proposals from interested firms to provide assistance with implementation of the Public Education and Outreach plan required by the Department's National Pollutant Discharge Elimination System (NPDES) MS4 permits.

**PROFESSIONAL SERVICES REQUIRED**

Services include but are not limited to the following: Development and delivery of stormwater pollution prevention education campaigns.

**PROJECT DESCRIPTION**

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 draft SWPP&MP, including the public education and outreach plan was completed by the principal and co-permittees and reviewed by DNREC. All comments were addressed and the Final SWPP&MP was submitted to DNREC for approval November 9, 2016. Implementation must begin following final approval by DNREC and EPA.

The purpose of this procurement is to establish an open-end/task order agreement with a consultant to assist 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. However, 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).

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.

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

- Proper management and disposal of used motor vehicle fluids and household hazardous wastes;
- Proper management and disposal of grass clippings, leaf litter and domestic animal wastes;
- Proper use of water to limit excess pollutants from non-stormwater discharges from activities such as car washing and lawn irrigation;
- Proper use, application and disposal of pesticides, herbicides and fertilizers by commercial and private applicators and distributors;
- Public participation events to promote water quality awareness;
- 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;
- 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 local staff to implement required tasks within the time frames established by DelDOT and the County.

**QUESTIONS**

Questions are to be submitted to [DOT.Profservices@state.de.us](mailto:DOT.Profservices@state.de.us). In order to ensure a timely response, questions must be submitted at least ten (10) business days before the Proposal due date. The Department’s response to questions, along with this RFP and related information, are posted on the State of Delaware Bid Solicitation Directory Website: <http://www.bids.delaware.gov/>.

**PROCUREMENT SCHEDULE**

Action Item	Date	Time
Deadline for Questions to ensure response:	10 business days prior to SOQ due date	2:00 P.M. Local Time
Final Response to Questions posted by:	5 business days prior to SOQ due date	2:00 P.M. Local Time
Proposals Due by:*	Thursday, August 3, 2017	2:00 P.M. Local Time

**NOTE:** Only asterisk (\*) marked date changes will be communicated (via posted Addendums).

**PROPOSAL REQUIREMENTS**

Interested firms must submit the material required herein or they may not be considered for the project:

1. Proposals must be received prior to the Submission due date and time indicated above. Facsimile and E-mail responses to this RFP are not acceptable. No response hand-delivered or otherwise will be accepted after the above date and time. It is the responsibility of the submitter to ensure the Proposal is received on time. DelDOT's time is considered the official time for determining the cut-off for accepting submissions. To be considered for this agreement, firms must submit the Proposal as set

forth herein. Any variation, including additions, may negatively impact the scoring.

**Proposals are to be delivered to:**

Contract Administration – RFP 1844  
Delaware Department of Transportation  
800 Bay Road  
Dover, DE 19901

Should the office be closed at the time responses are due (such as an unexpected event or inclement weather) the submission due date shall be the following business day, at the time originally scheduled.

2. **The Prime Consultant must be Registered**, or submit application for registration with DelDOT at or before the time of submission in order to be considered. For registration information, click [here](#).
3. **Submit one (1) original and five (5) hard copies** of the Proposal. Receipt of insufficient copies or non-compliance with providing the requested information in the desired format, may negatively impact the scoring.
4. **Submit two (2) pdf format electronic copies** (e.g. CD, flash drive) of the Proposal; one original and one a redacted copy. The original must be a .pdf file of the original signed proposal as submitted and should be clearly marked “Original”. The redacted copy must be a .pdf file of the original signed proposal with any proprietary or confidential information redacted, and this copy should be clearly marked as “Redacted”. Electronic copies are to be submitted with the printed Proposal. The electronic redacted copy is required even if the submission contains no proprietary or confidential information.

Firms should review Delaware’s Freedom of Information Regulations on the DelDOT Website <http://www.deldot.gov>, and Section 10002(l) “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 SOQ.

5. **Architect-Engineer Qualifications; GSA SF330:**  
<http://www.gsa.gov/portal/forms/download/116486>

Follow instructions for the SF330, and add the following Individual Agency Instructions:

A. Part I Section C 11, Proposed Team;  
Indicate if DBE firm and approximate percentage of contract cost they will perform.

B. Part I Section H 30, Additional Information;  
The Prime consultant must indicate the current workload with the Department.

List the following in a table format:

Agreement No.; Agreement Title; Consultant PM; Prime or Sub; Total Dollars paid to date; current number of Tasks issued; and date of contract expiration. 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.

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

7. **DelDOT reserves the right to reject** any and all submissions. Submissions become property of the Department and shall be retained electronically for a minimum period of three (3) years from the date of receipt. 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.
8. **Required Certification Forms.** All firms responding to the RFP must complete and return the submission forms located in ‘Appendix A’ of this document.

No promotional materials or brochures are to be included as part of the submission.

**RATING CRITERIA**

#	Criteria Description:	Weight
1	Key Staff and Project Team qualifications	20 %
2	Firm’s experience pertaining to Public outreach and education	20%
3	Technical and Innovative approach to outreach and education	30%
4	Firm’s resources and capability to accomplish proposed work on schedule	20%
5	Knowledge of Delaware NPDES	10 %
TOTAL :		<b>100%</b>

**OVERVIEW OF SELECTION PROCESS – IDIQ**

- This is an indefinite delivery/ indefinite quantity agreement utilized for the performance of services for a number of projects under task orders issued on an as-needed basis. The dollar value of each individual agreement cannot exceed three hundred thousand dollars (\$300,000.00). There is no guarantee of actual agreement value.
- This is a single phase solicitation process with the availability for discussions with three (3) of the most highly qualified firms. Based upon the listed criteria and evaluation of each firm’s submitted proposal, the Selection Committee may decide if a small sample task and/or discussions will be held with the most highly qualified consultants. If discussions are held, they will serve to clarify the technical approach, qualifications, and capabilities provided in response to the RFP, after which the committee will determine the ranking of the candidate firms.
- Selection Committee members will individually score each firm’s submitted proposal which determines individual ranking. The Department’s ranking is the combined ranking of all Committee members. Awarded firms, in order of ranking, will have the opportunity to negotiate an agreement with the Department. If the Department cannot reach agreement with the highest ranked firm(s), the Department terminates negotiations and begins negotiations with the next highest ranked firm, and so on until an agreement is reached. The Department notifies via email the awarded firm(s) of the opportunity to enter into an agreement with the Department. This notification also includes information on the next steps for the agreement process.
- After the ranking process has been completed, applicable price information will be requested from the successful candidate firm(s), such as; salary rates for various classifications of personnel; and an indirect

cost derivation for the most current accounting period.

- 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.
- Selection Committee membership appointments are confidential. The Department's Professional Services Procurement Manual may be viewed [here](#).

### **MISCELLANEOUS**

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

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 RFP.

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: Jennifer Cohan  
Secretary  
Dover, DE

## **Appendix A - REQUIRED FORMS**

The following completed forms are required to be returned with each proposal:

- **Certification of Eligibility**
- **Certificate Of Non-Collusion**

**CERTIFICATION OF ELIGIBILITY**

**Delaware Department of Transportation**

**Request for Proposal 1844 – MS4 Public Education and Outreach Services**

**Attention:** Shelly K. Alioa, Contract Administration  
Delaware Department of Transportation  
800 Bay Road  
Dover, DE 19901

We have read Request for Proposal 1844 – MS4 Public Education and Outreach Services and fully understand the intent of the RFP as stated, certify that we have adequate personnel and knowledge to fulfill the requirements thereof, and agree to furnish such services in accordance with the contract documents as indicated should we be awarded the contract.

\_\_\_\_\_ hereby certifies that it is not included on the United States Comptroller General’s Consolidated List of Persons or Firms Currently Debarred for Violations of Various Public Contracts Incorporating Labor Standard Provisions.

\_\_\_\_\_ Signature of the Bidder or Offeror’s Authorized Official

\_\_\_\_\_ Name and Title of the Bidder or Offeror’s Authorized Official

\_\_\_\_\_ Date

Sworn and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

My commission expires \_\_\_\_\_.

\_\_\_\_\_  
Notary Public

**CERTIFICATE OF NON-COLLUSION**

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

- 1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement for the purpose of restricting to such prices, with any other bidder or with any competitor;
- 2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the Bidder and will not knowingly be disclosed by the Bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
- 3) No attempt has been made or will be made by the Bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

\_\_\_\_\_ Signature of the Bidder or Offeror's Authorized Official

\_\_\_\_\_ Name and Title of the Bidder or Offeror's Authorized Official

\_\_\_\_\_ Date

Sworn and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

My commission expires \_\_\_\_\_.

\_\_\_\_\_  
Notary Public