



City of Kirkland

Request for Proposal

Transportation Demand Management and Commute Trip Reduction Program Consultant

Job # 34-21-PW

Issue Date: November 5, 2021

Due Date: November 29, 2021–5:00 p.m. (PST)

REQUEST FOR PROPOSALS

Notice is hereby given that proposals will be received by the City of Kirkland, Washington, for:

Transportation Demand Management and Commute Trip Reduction Program Consultant

File with Purchasing Agent, Finance Department, 123 - 5th Ave, Kirkland WA, 98033

Proposals received later than **5:00 p.m. November 29, 2021** will not be considered.

A copy of this Request for Proposal (RFP) may be obtained from City's web site under the "Opportunities" tab at <https://www.kirklandwa.gov/Government/Departments/Finance-and-Administration/Purchasing-Services/Doing-Business-with-the-City>.

The City of Kirkland reserves the right to reject any and all proposals, and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

A Service Provider response that indicates that any of the requested information in this RFP will only be provided if and when the Service Provider is selected as the apparently successful Service Provider is not acceptable, and, at the City's sole discretion, may disqualify the proposal from consideration.

The City of Kirkland assures that no person shall, on the grounds of race, color, national origin, or sex be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City of Kirkland further assures that every effort will be made to ensure non-discrimination in all of its programs and activities, whether those programs are federally funded or not.

The City of Kirkland in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation Subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color or national origin, or sex in consideration for an award.

In addition to nondiscrimination compliance requirements, the Service Provider(s) ultimately awarded a contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

Dated this 5th Day of November, 2021

Jay Gewin
Purchasing Agent
425-587-3123

Published Seattle Times – November 5th and 12th

Background Information

The City of Kirkland, Washington is located in the Seattle metropolitan area, on the eastern shore of Lake Washington and approximately 10 miles east of downtown Seattle. It has a population of around 90,000. Since its incorporation in 1905, Kirkland has grown in geographic size and now occupies 18 square miles. The city employs over 600 regular employees.

Kirkland is seeking the professional assistance of qualified firms to provide consulting services to support the Kirkland Green Trip (KGT) program for Transportation Demand Management. The contract may also include tasks necessary for administering Kirkland's Commute Trip Reduction program and its Transportation Management Plans.

The City of Kirkland is dedicated to building and sustaining a thriving community, and part of that effort focuses on tackling the impacts of congestion and improving air quality. KGT was created in 2014 to help Kirkland residents and employers reduce drive alone trips through programs and resources that encourage and support the use of higher occupancy vehicles (carpool, vanpool and transit), active transportation (walking, bicycling, and other forms of rolling), and other alternatives like teleworking and compressed work weeks.

KGT is funded by state and federal grants and the City's budget, and it is implemented through a partnership with King County Metro and contracted vendors. The City of Kirkland is seeking the professional assistance of a qualified firm to provide consulting services to continue to develop marketing strategies and materials, outreach, and carry out the implementation and administration of the KGT program from January 2022 through December 2023. Kirkland's current contract with a consultant to manage the Kirkland Green Trip programs ends on December 31, 2021.

Scope of Services

The scope of services is attached to this RFP as Attachment A.

Desired Qualifications

- Expertise in TDM planning, promotion, and implementation
- Knowledge of various current and innovative TDM strategies and programs
- Familiarity with Washington State Commute Trip Reduction (CTR) laws and Growth and Transportation Efficiency Center (GTEC) program and goals
- Familiarity with Kirkland's TDM landscape
- Familiarity with King County Metro's TDM programs and the RideshareOnline system
- Project and budget management skills
- Experience in website and media management as well as online content production and editing (such as Wordpress and HTML)
- Experience working with public agencies and with transit agencies such as King County Metro and Sound Transit

- Must not be listed on the Suspended and Debarred Businesses and Individuals Improperly Receive Federal Funds list

Budget and Length of Contract

The budgeted amount for this professional services contract is between \$207,500 and \$305,000. The initial length of the contract will be January 1, 2022 through December 31, 2023.

At the sole discretion of the City, this contract may be amended to provide services based on the scope of work identified in Attachment A, based on budget availability and consultant performance.

Contract Requirements and Fees

If your proposal is accepted, the following fees and requirements will be due upon award, prior to issuance of a contract:

1. Compliance with Law/City of Kirkland Business License

- Contractor must obtain and provide a copy of a City of Kirkland Business License and otherwise comply with Kirkland Municipal Code Chapter 7.02.
- The Contractor shall comply with all applicable State, Federal and City laws, ordinances, regulations, and codes.

2. Insurance

- Contractor must obtain insurance coverage as described in the City's Professional Services Agreement (Attachment B)

Submission Criteria

The proposal should at least include the following items to be considered for selection:

- Innovative plans, strategies and initiatives for marketing and outreach efforts to Kirkland employers and multi-family residential sites
- Implementation plan and timeline for the project
- Cost schedule for the project including labor costs and staff billing rates
- Identification of the project manager and a description of relevant experience of individual(s) who will be involved in the project. Do not include full resumes.
- Three recent references from TDM/CTR related clients, preferably with municipalities or other governmental organizations. These clients may be contacted for verification of the respondent's experience and qualifications.
- Summaries of relevant completed projects and their outcomes in Transportation Demand Management and Trip Reduction Programs

- A description of program management strategies including submittal of monthly invoices, quarterly progress reports, and efficient communications with the City’s Transportation Program Coordinator
- An overview of what assistance may be needed from the City of Kirkland to complete the project

Selection Process

A selection committee will review all proposals, select finalists for interviews, and make the final selection of the consultant. If an interview process is conducted, the suggested main point of contact from the consultant’s firm will be available for the interview process.

The City reserves the right not to award any portion or all of the project if it finds that none of the proposals submitted meets the specific needs of the project.

Prior to the commencement of work, the City and the selected consultant will meet to settle contract details. A letter notifying the consultant of the City’s award will constitute notice to proceed. The City is not responsible for any costs incurred by the consultant in the preparation of the proposal. Once submitted to the City, all proposals will become public information.

Proposal Submission and Evaluation

Proposals should be no longer than 10 pages single-sided, excluding front and back covers, and they will be evaluated based on the selection criteria below. Finalists will be contacted by phone or email and may be required to present their concept in front of a review committee. The City reserves the right to reject any or all proposals.

Staff selected to work on the project shall be present for any interview conducted as a part of the selection process.

Selection Criteria

Experience in marketing, outreach, and developing and implementing successful Transportation Demand Management (TDM) programs	20
Familiarity with the City of Kirkland TDM landscape	10
Creative elements and concepts proposed to accomplish tasks in Scope of Work	10
Capability in website editing, online content development, and working with RideshareOnline platform	10
The qualifications, expertise, and references of the consultant’s project team	20
Description of the approach the firm would take to plan and implement the program, including an overview of the tasks and the proposed budget	20
Cost schedule	10
Total	100

Submission Instructions

Proposals must be received by no later than **5:00 pm PST on November 29, 2021.** We require that proposals be submitted by email. Emailed proposals should include "Proposal Job #34-21-PW" in the subject line and be addressed to purchasing@kirklandwa.gov, cc bdaly@kirklandwa.gov. (Emailed proposals must be in MS Word or PDF format and cannot exceed 20MB).

Submittal Deadlines

Nov 5, 2021:	Release RFP
Nov 15, 2021:	Questions due
Nov 17, 2021:	Answers to RFP questions emailed and posted on website
Nov 29, 2021:	Proposals Due by 5:00 PM PST
Dec 3, 2021:	Notify those invited for interviews (if needed)
Week of Dec 6, 2021:	Interviews (if needed)
Dec 10, 2021 (on or before):	Notify selected consultant
Dec 13 – Dec 31, 2021:	Contract negotiation/preparation/signature
Jan 3, 2022:	Anticipated start work date

Questions

Upon release of this RFP, all vendor communications concerning the RFP should be directed to the City’s RFP Coordinator listed below via email. Unauthorized contact regarding this RFP with any other City employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City. Service Providers should rely only on written statements issued by the RFP Coordinator. The City’s RFP Coordinator for this project is:

Name:	Blair Daly (Transportation Program Coordinator)
Address:	City of Kirkland, Public Works 123 5 th Avenue, Kirkland, Washington 98033
E-mail:	bdaly@kirklandwa.gov

Questions regarding the RFP process are to be addressed to Jay Gewin, Purchasing Agent, at jgewin@kirklandwa.gov .

Contract

The Consultant and the City will execute an agreement for the Transportation Demand Management and Commute Trip Reduction Program including all the requirements found in the Scope of Work (Attachment A), the professional services agreement (Attachment B), and sections 5, 8-18, 21, and 24 of the *TDM program for Kirkland downtown and Totem Lake Area grant number PTD0451* (Attachment C).

Terms and Conditions

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- B. Proposers responding to this RFP must follow the procedures and requirements stated in the RFP document. Adherence to the procedures and requirements of this RFP will ensure a fair and objective analysis of your proposal. Failure to comply with or complete any part of this RFP may result in rejection of your proposal.
- C. The City reserves the right to request clarification of information submitted, and to request additional information on any proposal.
- D. The City reserves the right to award any contract to the next most qualified agency, if the successful agency does not execute a contract within 30 days of being notified of selection.
- E. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of one hundred and twenty (120) days to sell to the City the services described in the attached specifications, or until one or more of the proposals have been approved by the City administration, whichever occurs first.
- F. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City and shall reflect the specifications in this RFP. A copy of the City's standard Professional Services Agreement is available for review (see attachment A). The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP and which is not approved by the City Attorney's office.
- G. The City shall not be responsible for any costs incurred by the agency in preparing, submitting or presenting its response to the RFP.
- H. Any material submitted by a proposer shall become the property of the City. Materials submitted after a contract is signed will be subject to the ownership provision of the executed contract.
- I. The City reserves the right not to award any portion or all of the project if it finds that none of the proposals submitted meets the specific needs of the project. The City reserves the right to modify the scope of work and award portions of this RFP to the selected vendor. The City reserves the right to award this work to multiple

vendors if the scope of work would be best completed by multiple vendors and their associated experience.

Cooperative Purchasing

Chapter 39.34 RCW allows cooperative purchasing between public agencies in the State of Washington. Public agencies which have filed an Intergovernmental Cooperative Purchasing Agreement with the City may purchase from City contracts, provided that the consultant agrees to participate. The City does not accept any responsibility for contracts issued by other public agencies, however.

Public Disclosure

Once submitted to the City, proposals shall become the property of the City, and all proposals shall be deemed a public record as defined in "The Public Records Act," chapter 42 section 56 of the RCW. Any proposal containing language which copyrights the proposal, declares the entire proposal to be confidential, declares that the document is the exclusive property of the proposer, or is any way contrary to state public disclosure laws or this RFP, could be removed from consideration. The City will not accept the liability of determining what the proposer considers proprietary or not. Therefore, any information in the proposal that the proposer claims as proprietary and exempt from disclosure under the provisions of RCW 42.56.270 must be clearly designated as described in the "Proprietary Material Submitted" section above. It must also include the exemption(s) from disclosure upon which the proposer is making the claim, and the page it is found on must be identified. With the exception of lists of prospective proposers, the City will not disclose RFP proposals until a bid selection is made. At that time, all information about the competitive procurement will be available with the exception of: proprietary/confidential portion(s) of the proposal(s), until the proposer has an adequate opportunity to seek a court order preventing disclosure. The City will consider a proposer's request for exemption from disclosure; however, the City will make a decision predicated upon RCW 42.56.

DBE Participation

The City encourages DBE firms to submit qualifications and encourages all firms to team with DBE firms in their pursuit of this project.

Federal Debarment

The Bidder shall not currently be debarred or suspended by the Federal government. The Bidder shall not be listed as having an "active exclusion" on the U.S. government's "System for Award Management" database (www.sam.gov).

City of Kirkland
Kirkland Green Trip and Commute Trip Reduction Program Management
2022-2023 Scope of Work

Background

Kirkland Green Trip (KGT) is an expansion of Totem Lake Green Trip that was created in 2009 to help Kirkland residents, employees, and employers reduce their drive-alone trips by offering incentives and resources such as carpool, vanpool, transit, bicycling, walking and other trip reduction programs. The goals of the KGT program are to (1) reduce drive-alone trips, traffic congestion, and greenhouse gas emissions and to lessen the need for transportation infrastructure; and (2) help the City meet the environmental and sustainability vision established in the Comprehensive Plan, Transportation Master Plan, and Sustainability Master Plan.

Tasks

Summary of tasks and work items includes but is not limited to the following:

1. Outreach to employers
 - a. Identify employers that are most strategic to reach with information about ORCA Business products and convenient transit options for their employees.
 - b. Develop and carry out effective marketing campaigns to promote ORCA Business products and Kirkland Green Trip information to the identified employers.
 - i. Mostly mailers (potentially several per year), phone calls, and emails.
 - ii. Highlight the ORCA Business Incentive, in which King County Metro is offering first-time customers up to 50% off a new ORCA Business Passport Program.
2. Outreach to multi-family residential sites
 - a. Identify apartment and condo complexes that are most strategic to reach with information about transportation options like transit.
 - b. Develop and carry out effective TDM marketing campaigns to promote Kirkland Green Trip information to Kirkland residents living in apartment complexes, with an emphasis on mailers and/or in-person distribution of flyers and posters.
 - i. Consider strategic promotion of youth ORCA passes, senior transit passes, and transit passes for low-income individuals.
 - c. In the outreach materials include information about the [Community Van](#) and [Community Ride](#) programs when appropriate.
3. In-person outreach
 - a. Identify events happening in Kirkland that would be suitable for in-person outreach. The City's Transportation Program Coordinator will make some recommendations.

- b. Staff a table at community events to promote Kirkland Green Trip information.
 - c. Create print material for distribution or modify existing flyers
4. Manage email marketing / monthly newsletter
- a. Draft monthly email campaigns with text and images using existing MailChimp account.
 - i. Content should promote transportation-related news and events and include feature/spotlight content.
 - b. Propose and potentially implement improvements to KGT's approach to email marketing.
5. Manage monthly incentive drawings for Kirkland Green Trip users via RideshareOnline platform and distribute prizes to winners
- a. Develop incentive strategies to engage new users and maintain current users.
 - b. Consider changing the types of prizes, prize values, and quantity of monthly winners to increase interest in the program.
 - c. Total value of incentives, offered in the form of gift cards or other forms, over the two-year contract should not exceed \$6,000.
6. Other TDM-related tasks.
7. Website support
- a. Provide on-call support for KirklandGreenTrip.com website if requested. The website uses the Wordpress content management system.
8. Client coordination
- a. Monthly meetings with City of Kirkland's transportation program coordinator to check in and plan actions
 - b. Email communication and calls / video chats for collaboration and approvals
9. Reporting
- a. Monthly reports will contain written descriptions of activities performed and a handful of metrics/numbers that give an impression of how many people and employers have been meaningfully reached. Examples: number of mailers sent, number of flyers distributed, interactions with people at in-person outreach events, website visits to each webpage at KirklandGreenTrip.com. The consultant will work with Kirkland's Transportation Program Coordinator to ensure they are providing not too much and not little information in the reports.
 - b. Quarterly reports, necessary for King County's grant reporting, will meet minimum requirements and contain a handful of metrics/numbers that give an impression of how many people and employers have been meaningfully reached.

10. Budget and billing

- a. Selected company will submit monthly invoices to the City for subcontractor work and reimbursable expenses as needed. This should not exceed the reimbursable amount included in the contract over the duration of the agreement. The contractor will submit a budget breakdown in advance as part of the contract.

Items 11 and 12 may also be included work under this contract. For your proposal, though, we do not expect to see information pertaining to items 11 and 12. The City's Transportation Program Coordinator will use Q1 2022 to learn about the City's responsibilities and workload when it comes to Commute Trip Reduction law compliance and Transportation Management Plans compliance. Then they will decide which tasks and what volume of tasks to give to the consultant, if any.

11. (Possible work): Assist with administering the Commute Trip Reduction program for Kirkland's approximately 15 CTR-affected sites.

- a. Program administration
 - i. City of Kirkland and/or King County Metro will provide training on best practices for administering the program to meet state and city planning and implementation objectives and requirements.
 - ii. Activities and deliverables may include: onboard new CTR-affected sites; conduct customer satisfaction surveys; review employer exemption requests
 - iii. Administer the employer site registration and inventory record-keeping
 - iv. Maintain database and master file records on basic site information for all sites
 - v. Administer, or assist the city with administering, state and city planning and contracting processes
- b. Employer program development, engagement, and marketing
 - i. Engage worksite Employee Transportation Coordinators with assistance, training, communications, resources, and information to operate successful programs.
 - ii. Training: Train all new employee transportation coordinators (ETCs) (at existing and new worksites) to ensure that they understand the requirements of the law, implementation strategies and their sites' performance to date.
 - iii. Marketing Assistance: Assist ETCs with marketing of commute programs and ensure they meet their program information distribution requirements.
 - iv. Program Assistance: Focusing primarily on sites that have not made progress toward goal, conduct survey analyses, review program summaries and make recommendations for program improvements.
 - v. Targeted Promotions: Identify highly congested employment areas, corridors, industries, and/or sites that have not made progress toward goals for

targeted outreach. Actively work with ETCs to promote alternatives to drive-alone commuting at these locations or sites.

- vi. Information Provision: Help ETCs become a major resource to their employees by providing them with up-to-date commute information, tools for communicating with employees, turnkey commuter promotions, and opportunities to attend networking events.
- vii. Strategic Planning: Develop strategies to help ETCs communicate and promote their programs to employees and achieve success with their programs.
- c. Program measurement and reporting (survey or alternate option, and employer program reports)

12. (Possible work): Administer Transportation Management Plans

- a. Possible tasks could be similar to those in Item 12.