

Posting Date: June 3, 2021

# Request for Proposals Notification

**Title:** City of Indianapolis, Department of Public Works Knozone public education and outreach for central Indiana (Des # 1700906) in Greenfield District

**Response Due Date & Time:** July 2, 2021 at 5:00 pm

This Request for Proposals (RFP) is official notification of needed professional services. This RFP is being issued to solicit a letter of Interest (LOI) and other documents from firms qualified to perform engineering work on federal aid projects. A submittal does not guarantee the firm will be contracted to perform any services but only serves notice the firm desires to be considered.

**Contact for Questions:** Morgan Mickelson, Administrator of Sustainability  
City of Indianapolis, DPW-OoS, 200 E. Washington St, Suite 2460  
Indianapolis, IN 46204  
317.327.5236  
morgan.mickelson@indy.gov

## Submittal Requirements:

1. Letter of Interest – Email submittal preferred otherwise 4 hard copies (required content and instructions follow)
2. One (1) signed Affirmative Action Certification and associated required documents for all items if the DBE goal is greater than 0%.

**Submit To:** Morgan Mickelson, Administrator of Sustainability  
City of Indianapolis, DPW-OoS, 200 E. Washington St, Suite 2460  
Indianapolis, IN 46204  
317.327.5236  
morgan.mickelson@indy.gov

**Selection Procedures:**

Consultants will be selected for work further described herein, based on the evaluation of the Letter of Interest (LOI) and other required documents. The Consultant Selection Rating Form used to evaluate and score the submittals is included for your reference. Final selection ranking will be determined by:

- The weighted score totals with the highest score being the top ranked firm
- Rank totals with the lowest rank total being the top ranked firm

**Requirements for Letters of Interest (LOI)**

## A. General instructions for preparing and submitting a Letter of Interest (LOI).

1. Provide the information, as stated in Item B below, in the same order listed and signed by an officer of the firm. Signed and scanned documents, or electronically applied signatures are acceptable. Do not send additional forms, resumes, brochures, or other material unless otherwise noted in the item description.
2. LOI's shall be limited to twelve (12) 8 ½" x 11" pages that include Identification, Qualifications, Key Staff, and Project Approach.
3. LOI's must be received no later than the "Response Due Date and Time"; as shown in the RFP header above. Responses received after this deadline will not be considered. Submittals must include all required attachments to be considered for selection.

## B. Letter of Interest Content

1. Identification, Qualifications and Key Staff

- a. Provide the firm name, address of the responsible office from which the work will be performed and the name and email address of the contact person authorized to negotiate for the associated work.
- b. List all proposed sub consultants, their DBE status, and the percentage of work to be performed by the prime consultant and each sub consultant. (See Affirmative Action Certification requirements below.) A listing of certified DBE's eligible to be considered for selection as prime consultants or sub-consultants for this RFP can be found at the "Prequalified Consultants" link on the Indiana Department of Transportation (INDOT) Consultants Webpage. (<http://www.in.gov/indot/2732.htm>).
- c. List the Project Manager and other key staff members, including key sub consultant staff, and the percent of time the project manager will be committed for the contract, if selected. Include project engineers for important disciplines and staff members responsible for the work. Address the experience of the key staff members on similar projects and the staff qualifications relative to the required item qualifications.
- d. Describe the capacity of consultant staff and their ability to perform the work in a timely manner relative to present workload.

## 2. Project Approach

- a. Provide a description of your project approach relative to the advertised services. For project specific items confirm the firm has visited the project site. For all items address your firm's technical understanding of the project or services, cost containment practices, innovative ideas and any other relevant information concerning your firm's qualifications for the project.

### **Requirements for Affirmative Action Certification**

A completed Affirmative Action Certification form is required for all items that identify a DBE goal greater than "0", in order to be considered for selection. The consultant must identify the DBE firms with which it intends to subcontract.

On the Affirmative Action Certification, include the contract participation percentage of each DBE and list what the DBE will be subcontracted to perform.

If the consultant does not meet the DBE goal, the consultant must provide documentation in additional pages after the form that evidences that it made good faith efforts to achieve the DBE goal.

All DBE subcontracting goals apply to all prime submitting consultants regardless of the prime's status of DBE.

### **INDOT DBE Reciprocity Agreement with KYTC**

An Agreement between INDOT and the Kentucky Transportation Cabinet (KYTC) established reciprocal acceptance of certification of DBE firms in their respective states under the Unified Certification Program (UCP) pursuant to 49 CFR ?26.81(e) and (f).

Copies of the DBE certifications, as issued by INDOT or the Kentucky Transportation Cabinet (KYTC), are to be included as additional pages after the AAC form for each firm listed on the AAC form. The following are DBE Locator Directories for each State Transportation Agency:

**INDOT:** <https://entapps.indot.in.gov/DBELocator/>

**KYTC:** <https://transportation.ky.gov/Civil-Rights-and-Small-Business-Development/Pages/Certified-DBE-Directory.aspx>

Information about the Indiana DBE Program is available at: <https://www.in.gov/indot/2674.htm>.

Information about the KYTC DBE Program is available at: <https://transportation.ky.gov/Civil-Rights-and-Small-Business-Development/Pages/default.aspx>.

## **Work item details:**

Local Public Agency: City of Indianapolis, Department of Public Works

Project Location: City of Indianapolis

Project Description: Manage the Knozone public education and outreach program

Managing the Knozone public education and outreach program requires a professional service consultant that can project manage the various components of the program and subcontract with experts in qualified fields for completion of all required elements.

The selected vendor will be able to provide qualifications associated with website development and management, media buys/advertising, ability to evaluate cost and appropriateness of media packages associated with Knozone, perform negotiations for written and broadcast media contracts, conducting and reporting the results of research awareness surveys and developing and implementing strategies to increase awareness and foster behavior change.

For interested vendors the following section is intended to provide background information and considerations for managing the Knozone Program.

### **Knozone Program Background**

The City of Indianapolis first implemented an ozone awareness program (dubbed Knozone) in 1996, as a means to reduce the city's instances of exceeding the U.S. Environmental Protection Agency's (U.S. EPA) National Ambient Air Quality Standards (NAAQS) for ozone. In 1997, fine particulate pollution was also added to the education and awareness campaign.

The Knozone program was designed to be a public education program to inform residents in Marion and surrounding counties on individual actions to reduce ozone and fine particulate pollution and measures to protect public health.

At the time of its inception, most local residents were not aware that central Indiana had problems with ground-level ozone or fine particulate pollution and had limited knowledge about both pollutants.

Due to the success of the program, recent research has measured Knozone recognition rates of seventy-six percent. Eighty-five percent of those who are aware of the Knozone program said they were likely to recommend actions to improve air quality on a Knozone Air Quality Action Day (KAQAD).

When the air quality is expected to exceed the NAAQS, the Office of Sustainability issues a KAQAD to help protect Central Indiana's vulnerable population and engage residents in actions that will reduce emissions. Central Indiana's vulnerable population has over 624,000 residents and includes children, the elderly and those afflicted with lung and heart disease. With a media area of over 1.8 million, the potential emission reductions on a KAQAD can be significant.

In addition to Knozone public outreach, Knozone encourages electric vehicle (EV) education,

outreach and adoption through the HighlyEVolved campaign. The HighlyEVolved campaign develops partnerships with the business community, organizations and dealerships to advance EV adoption in central Indiana.

### **Knozone project management**

**Summary:** The selected vendor should expect to include subcontractors to satisfy all of the required elements. The selected vendor will provide an annual plan to the City for approval and coordinate the subcontractors to provide a cohesive execution of the approved annual plan.

*The selected vendor is expected to have staffing continuity to minimize account management turnover over the term of the contract.*

The selected vendor is also expected to participate in monthly meetings and work with the program manager on strategic planning and budgeting as well as general communication.

### **Required elements**

- Develop an annual plan which includes detailed project cost estimates for City approval due at the start of each calendar year.
- Track and fulfill DBE participation requirements.
- Submit accurate and complete invoices in a preapproved format.
- Express knowledge of Federal grant management through compliance with eligible expenditures and approvable monthly invoices.
- Provide and maintain monthly purchasing and vendor invoices and current budget status reports with hourly billing details.
- Provide weekly status updates.
- Provide a year-end report which includes project(s) effectiveness, behavior change and reach.
- Presentation(s) as directed.

### **Knozone and HighlyEVolved business, school and organizational participation**

**Summary:** Selected vendor should possess the skills to increase business, school and organizational participation and engagement.

### **Required elements**

- Amplify school participation and programming.
- Develop workshops, webinars and events to increase EV adoption.
- Develop educational and outreach materials that assists businesses and schools (grades 3-12) reduce emissions.
- Identify and manage partnership opportunities.
- Identify and develop new engagement strategies that increases participation.

### **Knozone public education and outreach elements**

**Summary:** The selected vendor must be able to create traditional and new media marketing campaigns for central Indiana designed to reach an adult audience and ensure placement during

ozone season, which runs from March through October.

The selected vendor must create campaigns that are inclusive in reaching central Indiana's diverse population.

### **Required elements**

- Plan and implement public education and outreach activities including, but not limited to:
  - Market research; branding and messaging; tracking and reporting of public engagement and behavior change;
  - Radio, television, print, outdoor and digital advertising; social media messaging;
  - Event marketing; public meetings; audio and video production; printed public education materials; and outreach collateral.
- Create meaningful website content that engages viewers, increases visitor site time, pages visited and attracts new visitors.
  - Maintain accurate reporting of hourly Air Quality Index via website.
- Identify and develop new engagement strategies for vulnerable populations.

### **Submitting Requirements**

- A cover letter
- Examples of previous work and experience
- Company history
- Identification of key personnel
- A list of services and rates
- Other information relevant to conveying the agency's strengths and significance to this program

### **Selection Criteria**

- Identification and understanding of the requirements for this program.
- Firm's experience on projects of this magnitude and complexity.
- Firm's experience with specific issues related to this program.
- Experience and qualifications of key personnel assigned to this program.
- An indication that the firm has the capability to meet the scope of work defined in this proposal.
- Costs, rates and estimates.

\*Please note that additional criteria beyond this list may be considered

INDOT Des #: 1700906

Phases Included: The Knozone public education and outreach program is not a phased program. Each year may or may not be similar with respect to website, equipment, or media outcomes. Each year however, will include the components of website management and media buys/advertising.

Estimated Construction Amount: 2022-\$400,000; 2023-\$400,000.00; 2024-\$400,000

Funding: 80% Federal (CMAQ), 20% Local Match

Term of Contract: January 1, 2022 to December 31, 2024

DBE goal: 5%

Required Prequalification Categories: **No prequalification is required**

- |  |  |
|--|--|
| <input type="checkbox"/> 5.2 Environmental Document Preparation - CE | <input type="checkbox"/> 12.1 Project Management for Aquisition Services |
| <input type="checkbox"/> 6.1 Topographical Survey Data Collection    | <input type="checkbox"/> 12.2 Title Search                               |
| <input type="checkbox"/> 8.1 Non-Complex Roadway Design              | <input type="checkbox"/> 12.4 Appraisal                                  |
| <input type="checkbox"/> 9.1 Level 1 Bridge Design                   | <input type="checkbox"/> 12.5 Appraisal Review                           |
| <input type="checkbox"/> 11.1 Right of Way Plan Development          | <input type="checkbox"/> 13.1 Construction Inspection                    |
| <input type="checkbox"/> Additional Categories Listed Below:         |  |

**\*\*Specialty not listed**

**LPA Consultant Selection Rating Sheet**

Sample:

<b>RFP Selection Rating for</b>					<b>Des. No.</b>	
(City, County, Town) or (Local Public Agency)						
<b>Services Description:</b>						
<b>Consultant Name:</b>						
<b>Evaluation Criteria to be Rated by Scorers</b>						
Category	Scoring Criteria	Scale	Score	Weight	Weighted Score	
Past Performance	<b>Performance evaluation score averages from historical performance data.</b>					
	Quality score for similar work from performance database.			6		
	Schedule score from performance database.			3		
	Responsiveness score from performance database.			1		
Capacity of Team to do Work	<b>Evaluation of the team's personnel and equipment to perform the project on time.</b>					
	Availability of more than adequate capacity that results in added value.	1		20		
	Adequate capacity to meet the schedule.	0				
	Insufficient available capacity to meet the schedule.	-1				
Team's Demonstrated Qualifications	<b>Technical Expertise: Unique Resources that yield a relevant added value or efficiency to the deliverable.</b>					
	Demonstrated outstanding expertise and resources identified for required services for value added benefit.	2		10		
	Demonstrated high level of expertise and resources identified for required services for value added benefit.	1				
	Expertise and resources at appropriate level.	0				
	Insufficient expertise and/or resources.	-3				
	<b>Media outreach expertise: Unique Resources that yield a relevant added value or efficiency to the deliverable.</b>					
	Demonstrated outstanding expertise and resources identified for required services for value added benefit.	2		10		
	Demonstrated high level of expertise and resources identified for required services for value added benefit.	1				
	Expertise and resources at appropriate level.	0				
Insufficient expertise and/or resources.	-3					
Project Manager	<b>Predicted ability to manage the project, based on: experience in size, complexity, type, subs, documentation skills.</b>					
	Demonstrated outstanding experience in similar type and complexity.	2		20		
	Demonstrated high level of experience in similar type and complexity.	1				
	Experience in similar type and complexity shown in resume.	0				
	Experience in different type or lower complexity.	-1				
	Insufficient experience.	-3				
Approach to Project	<b>Project Understanding and Innovation that provides cost and/or time savings.</b>					
	High level of understanding and viable innovative ideas proposed.	2		15		
	High level of understanding of the project.	1				
	Basic understanding of the project.	0				
	Lack of project understanding.	-3				
<b>Weighted Sub-Total:</b>						
It is the responsibility of scorers to make every effort to identify the firm most capable of producing the highest deliverables in a timely and cost effective manner without regard to personal preference.						
I certify that I do not have any conflicts of interest associated with this consultant as defined in 49CFR118.36.						
I have thoroughly reviewed the letter of interest for this consultant and certify that the above scores represent my best judgment of this firm's abilities.						
Signature:				Print Name:	_____	
Title:				Date:	_____	
(Form Rev. 4-7-16)						



**Affirmative Action Certification (AAC) for Disadvantaged Business Enterprises (DBE)**

I hereby certify that my company intends to affirmatively seek out and consider Disadvantaged Business Enterprises (DBEs) certified by the State of Indiana’s DBE Program and the Kentucky Transportation Cabinet (KYTC) DBE Program to participate as part of this proposal. An Agreement between INDOT and KYTC established reciprocal acceptance of certification of DBE firms in their respective states under the Unified Certification Program (UCP) pursuant to 49 CFR §26.81(e) and (f).

I acknowledge that this certification is to be made an integral part of this proposal. I understand and agree that the submission of a blank certification may cause the proposal to be rejected. I certify that I have consulted the following DBE websites to confirm that the firms listed below are currently certified DBEs:

INDOT: <https://entapps.indot.in.gov/DBELocator/>

KYTC: <https://transportation.ky.gov/Civil-Rights-and-Small-Business-Development/Pages/Certified-DBE-Directory.aspx>

I certify that I have contacted the certified DBE’s listed below, and if my company becomes the CONSULTANT, these DBEs have tentatively agreed to perform the services as indicated. I understand that neither my company nor I will be penalized for DBE utilization that exceeds the goal. After contract award, any change to the firms listed in this Affirmative Action Certification to be applied toward the DBE goal must have prior approval by INDOT’s Economic Opportunity Division.

**I. DBE Subconsultants to be applied toward DBE goal for the RFP item:**

Certified DBE Name	Service Planned	Estimated Percentage to be Paid*
		%
		%
		%
		%

**II. DBE Subconsultants to be utilized beyond the advertised DBE goal for the RFP item:**

Certified DBE Name	Service Planned	Estimated Percentage to be Paid*
		%
		%
		%
		%

**Estimated Total Percentage Credited toward DBE Goal:** \_\_\_\_\_

**Estimated Percentage of Voluntary DBE Work Anticipated over DBE Goal:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\* It is understood that these individual firm percentages are estimates only and that percentages paid may be greater or less as a result of negotiation of contract scope of work. My firm will use good faith efforts to meet the overall DBE goal through the use of these or other certified and approved DBE firms.