



107 South Third Avenue | Walla Walla, WA 99362
ph (509) 876-8001 | fax (509) 876-8003

Walla Walla Valley Metropolitan Planning Organization/ Sub-Regional Transportation Planning Organization

MEMORANDUM

DATE: March 18, 2024
TO: Prospective Proposer
FROM: Andres Gomez, WVMPPO/SRTPO Executive Director
SUBJECT: RFP for Public Engagement

The Walla Walla Valley Metropolitan Planning Organization/Sub-Regional Transportation Planning Organization (WVMPPO/SRTPO) is seeking proposals from qualified applicants for public engagement services for the Metropolitan Transportation Plan and the Blue Mountain Regional Trails Plan.

Please refer to the enclosed Request for Proposals (RFP) for details on the scope of work/services and the submission requirements. All submittals must be forwarded to the Executive Director, Andres Gomez, by email, mail, or hand delivery at 107 South Third Avenue, Walla Walla, WA 99362 by 3:00 pm on April 22, 2024.

If you have any questions regarding the RFP, you may contact Andres Gomez, Executive Director at andy@wvmpo.org by April 4, 2024. Answers to all questions will be posted on the WVMPPO/SRTPO website <https://wvmpo.org/public-participation.html> on April 8, 2024.

We look forward to your participation in this process.

Sincerely,

Andres Gomez
Executive Director
WVMPPO/SRTPO



Walla Walla Valley Metropolitan Planning Organization/ Sub-Regional Transportation Planning Organization

Request for Proposals for Public Engagement

The Walla Walla Valley Metropolitan Planning Organization and Sub-Regional Transportation Planning Organization (WWVMPO/SRTPO) solicits proposals from qualified applicants for public engagement services. The public engagement services are for the Metropolitan Transportation Plan and the Blue Mountain Regional Trails Plan. This Request for Proposals (RFP) does not constitute a contract for services performed or to be performed. Following the selection of the provider, the WWVMPO/SRTPO will negotiate a contract, including a finalized scope of services and fee structure.

Up to \$70,000 may be allocated for completing the work in this RFP. The consultant will not be traveling to Walla Walla. The consultant will be responsible for public engagement support and the Walla Walla Valley MPO staff will be responsible for in-person presentations.

Background

The Walla Walla Valley Metropolitan Planning Organization (WWVMPO) is a bi-state transportation planning agency located in the Walla Walla Valley region, which was established on March 27, 2013 by a signed interlocal cooperation agreement ("Interlocal Agreement") among Walla Walla County, Umatilla County, City of College Place, City of Milton-Freewater, City of Walla Walla, Port of Walla Walla, Valley Transit, the Oregon Department of Transportation, and the Washington State Department of Transportation. The Interlocal Agreement called for the creation of a policy board and the adoption of bylaws. The Policy Board is comprised of representatives from each of the member jurisdictions; it has adopted a set of bylaws to govern itself. Meetings of the Policy Board take place the first Wednesday of every month, more often if necessary. To help develop and operate the transportation plans and programs, the Policy Board has created a Technical Advisory Committee (TAC). The TAC provides staff-level technical review of planning and program items, and then develops recommendations to be forwarded to the Policy Board for its consideration. The TAC meets once per month, more often if necessary.

As the federally designated MPO for an urbanized area with a population greater than 50,000, the WWVMPO carries out the **continuing, cooperative, and comprehensive (3C) multimodal transportation planning process** that encourages and promotes the safe and efficient development, management, and operation of surface transportation systems to serve the mobility needs of people and freight, and to foster economic growth and development, while minimizing transportation-related fuel consumption and air pollution. (23 USC 134) Federal regulations require the WWVMPO to develop a regionally coordinated long-range transportation plan and short-range improvement program to ensure consistency and efficient use of federal transportation funds. The Metropolitan Planning Area

(MPA) was adjusted in 2023, the MPA includes the cities of College Place, Prescott, Waitsburg, Walla Walla, Walla Walla County, and portions of Umatilla County. The City of Milton-Freewater was removed from the MPA as a result of the 2020 Census.

Also functioning as the state-designated Regional Transportation Planning Organization (RTPO), the Walla Walla Sub-Regional Transportation Planning Organization (SRTPO) was created by an agreement, effective July 1, 2013, between the Benton-Franklin-Walla Walla RTPO and the WWVMPO as a means to make regional planning efforts more efficient. Subsequently, the cities of Prescott and Waitsburg executed a joinder agreement on November 5, 2014, to become party to the existing Interlocal Agreement. Instead of creating a separate Policy Board and Technical Advisory Committee (TAC) for the SRTPO, the WWVMPO chose to expand the current MPO Policy Board and TAC to include additional members. Agencies participating as members of the SRTPO include the MPO members in Washington State. The Walla Walla SRTPO activities comply with Washington State's RTPO requirements ([RCW 47.80](#)), which call for **transportation planning, at all jurisdictional levels, to be coordinated with local comprehensive plans** in order to achieve both statewide and local transportation goals. The SRTPO boundary assigns almost all of Walla Walla County to the WWVMPO; the Burbank area, a small portion of western Walla Walla County, is by U.S. Census determination within the Kennewick-Pasco-Richland urbanized area. Therefore, this portion of Walla Walla County is part of the Benton-Franklin RTPO planning area. Effective December 2023, all of Walla Walla County is included in the WWVMPO/SRTPO boundary.

Funding for the WWVMPO/SRTPO comes from federal and state sources, some of which require a local match. Two agreements between the Washington State Department of Transportation (WSDOT) and the WWVMPO/SRTPO govern federal and state funds received from WSDOT. One agreement between the Oregon Department of Transportation (ODOT) and the WWVMPO/SRTPO governs federal and state funds received through ODOT. The respective agreements each describe the amount of funding available for planning purposes, eligible activities, and how the funds are to be used.

The Interlocal Agreement, Policy Board Bylaws, Membership Roster, TAC Charter, and other items are available on the WWVMPO/SRTPO website - <http://wwwvmppo.org/>.

SCOPE OF WORK

Engaging the appropriate organizations and individuals in planning efforts is critical to identifying the needs of the target population, the needs of the community/region, and the identification of new transportation solutions. Stakeholders and members of the public should have reasonable opportunities to be actively involved in the decision-making process at key decision points.

The chosen planning consultant or consulting team will be responsible for working with Walla Walla Valley MPO/SUB RTPO staff to develop public engagement strategies and outreach materials. The Consultant will provide the outreach materials for stakeholder/public outreach meetings to ensure adequate opportunities for stakeholder involvement. The MPO staff will be presenting to the stakeholders and general public. The following includes other considerations:

- We need to be mindful of Title VI, ADA, Limited English Proficiency, and Environmental Justice requirements when engaging with the public.
- We will be seeking stakeholder input on the regional vision/ goals, project identification, project prioritization and draft plan.
- The public engagement is for two transportation plans, however in order to be efficient and to reduce project expenditures all of the materials provided by the consultant will be as one unified engagement. In other words, there will not be two separate sets of stakeholder/ outreach materials for the Metropolitan Transportation Plan and the Blue Mountain Trails Plan.
- The consultant will not be traveling to Walla Walla or anywhere else in the planning area and will not be attending stakeholder/ general public meetings. Please do not include a travel budget.
- Deliverables will be finalized after the public engagement strategies/ plan is complete.

Draft Deliverables: Public engagement strategies/ plan, project website, online engagement materials such as social media posts, public outreach materials including PowerPoint slides, handouts, announcements, videos, and graphics also ARCGIS StoryMaps or any other interactive crowdsourcing tool that can be used for project identification and prioritization.

WWVMPO Staff Responsibilities

1. Stakeholders' presentations.
2. In-person community outreach.
3. Stakeholder contact information.
4. Provide GIS files to the consultant.
5. ChatGPT for translation services.

Resources

The WWVMPO/SRTPO can provide access to the following relevant resources:

- Public Participation Plan - <https://wwwvmppo.org/plans--programs.html>
- Stakeholder Agencies – Located in the Public Participation Plan Appendix C
- Title VI Plan - <https://wwwvmppo.org/plans--programs.html>
- Metropolitan Transportation Plan - <https://wwwvmppo.org/long-range-transportation-plan.html>
- Blue Mountain Regional Trails Plan - <https://wwwvmppo.org/blue-mountain-region-trails-plan.html>
- 23 CFR 450.316 - <https://www.ecfr.gov/current/title-23/chapter-I/subchapter-E/part-450/subpart-C/section-450.316>

Project Timetable

March 18, 2024	Issue request for proposals
April 4, 2024	Deadline for questions
April 8, 2024	Online posting of questions and answers
April 22, 2024	Closing date for receipt of proposals (3:00 pm)
June 5, 2024	Contract award, execute contract
July 1, 2024	Start of contract/begin work

Online posting of questions and answers - <https://wwwvmppo.org/public-participation.html>

Contract Term

The WWVMPO/SRTPO anticipates entering into a contractual agreement with the selected applicant(s). The term of the contract will begin on July 1, 2024, and will be for approximately 18 months (December 31, 2025).

All work to be performed must follow federal and state laws, procedures and guidelines; and the selected applicant(s) shall be responsible for having knowledge of, and ensuring compliance with, all applicable local, state, and Federal codes and regulations.

Estimated Budget – Federal Funding

The Walla Walla Valley MPO/SRTPO estimated a \$70,000 budget to complete the Public Engagement for the transportation plans.

Proposal Requirements

To be considered as an applicant, submit a Proposal, limited to no more than ten pages (not including the cover letter or team member resumes), which must include the following information:

1. Experience and Qualifications: List of project team and their billable rates, qualifications and skillsets, and description of their past similar project work.
2. Project Approach and Proposed Scope of Work, Budget, and Timeline: Outline project approach and include estimated amount of time, specific staff, and budget needed to complete each task and clearly define each deliverable, including time and budget needed to review and revise products based on feedback from WWVMPO staff. If using sub-consultants, clearly identify which firm and person will lead each task.
3. Fee Structure: Propose a fee and compensation structure, inclusive of all service costs.

Submittals must be received no later than **3:00 pm (PST), Wednesday, April 22, 2024.**

Submit an electronic PDF copy of your Proposal by email, or mail or hand-deliver a hard copy to:

WWVMPO/SRTPO

ATTN: Andres Gomez, Executive Director

107 South Third Avenue

Walla Walla, WA 99362

OR: andy@wwvmppo.org

Questions should be directed to Andres Gomez, Executive Director (andy@wwvmppo.org) by April 4, 2024. Answers to all questions will be posted on the WWVMPO/SRTPO website on April 8, 2024.

The Walla Walla Valley Metropolitan Planning Organization, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

Proposal Evaluation and Selection

Proposals received by the deadline will be subject to preliminary staff review to identify that all required information is provided. All complete proposals will undergo a technical evaluation. Each of the major sections of the proposal will be reviewed and weighed against criteria designed to help judge the quality of the proposal. Evaluation criteria will include the following considerations:

- Understanding of and approach to scope of work/services. Weight = 30%
- Specialized experience and technical competence. Weight = 30%
- Qualification of personnel to be assigned to this contract. Weight = 30%
- Proposed fee schedule. Weight = 10%

The WWVMPO/SRTPO will select the preferred applicant(s) and negotiate to develop a contractual agreement, which will be considered for approval by the Policy Board. If negotiations are unsuccessful due to unresolved issues, negotiations with the applicant(s) will be formally terminated. Negotiations will then commence with the second ranking applicant(s).

The WWVMPO/SRTPO does not discriminate based on age, race, color, sex, religion, national origin, disability, or marital status. Participation by minority and women-owned firms is encouraged.



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PUBLIC NOTICE

RFP for Public Engagement

The Walla Walla Valley Metropolitan Planning Organization/Sub-Regional Transportation Planning Organization (WWVMPO/SRTPO) issues this RFP to receive proposals from qualified applicants for public engagement services. The WWVMPO/SRTPO is interested in demonstrated broad experience and expertise in public engagement for the development of transportation plans.

The full content of the RFP is available through the WWVMPO/SRTPO website at
<https://wwwvmppo.org/public-participation.html>

Proposals are due **on or before 3 pm, April 22, 2024.**