



Transit Plus Multi-Modal Program Outreach (Federal) Consultant

Project Manager	Christa Dumpys
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Phone	(206) 256-5458

High Level Scope	Provide consulting services to support outreach activities during the design, planning, and construction phases of two bus routes (Route 40 and Route 48) in SDOT’s Transit Plus Multimodal Corridor (TPMC) program, which seeks to improve the speed and reliability among identified transit corridors.
Contracting Opportunities	<p>A. Transit Plus Multimodal Corridor Program – Federal (Route 40 & Route 48)</p> <ul style="list-style-type: none"> • <u>Scope Summary</u> <ul style="list-style-type: none"> ○ The consultant will support the SDOT outreach lead during planning, design, and construction with deliverables such as: online and in person engagement methods, stakeholder notifications, listserv updates, project team meeting management, correspondence management, website management, database management, graphic design support, and reports. This contract is expected to expire in 2025. • <u>Estimate:</u> <ul style="list-style-type: none"> ○ \$600,000 • <u>Funding Notes:</u> <ul style="list-style-type: none"> ○ This is funded by both local and federal funds.
Scope Details	SDOT is looking to release a Request for Qualifications in February 2021
Contract Estimate(s)	\$600,000

Schedule Summary	SDOT is looking to release this in February 2021
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Reconnect West Seattle TDM Behavior Change Consultant

Project Manager	Stefan Winkler
Email	Stefan.winkler@seattle.gov
Phone	206-580-9118

High Level Scope	<p>Mode Shift Goals</p> <p>This project focuses on changing the travel behaviors of West Seattle residents with the goal of equitably replacing personal vehicle trips—including for-hire transportation [TNC (Transportation Network Company) and taxicab] and car share trips—across the Duwamish Waterway with the ambitious mode share split set by the Reconnect West Seattle Mobility Action Plan [mode share goals are based on weekday, peak-hour (6-9 AM; 3-7 PM) traffic]: 1,000 trips replaced with remote work, shopping local, and/or non-peak hours travel; 1,500 trips with active modes (i.e. walking, biking, micromobility); 1,000 trips with water taxi; 3,000 trips with HOV (i.e. bus, vanpool, employer shuttles).</p> <p>Success Metrics</p> <p>Overall success of the Mobility Action Plan will be tracked by the bike count and transit boardings dashboard. Targets for the following metrics will measure the success of all TDM and behavior change activities/channels:</p> <ul style="list-style-type: none"> • Acquisition: the percentage and cost of acquiring SOV-drivers that are contemplating or preparing for mode shift. • Activation: the percentage of those that progress through mode shift decision stages (i.e. contemplation > preparation > action). • Trips: the average trips per day taken on the alternative mode by program participants. • Retention: the percentage of participants that sustain, consistent alternative mode trips per day. • Referral Rate: the percentage of current participants who refer SOV-drivers that are contemplating or preparing for mode shift. <p>General Assumptions</p> <ul style="list-style-type: none"> • Work will commence upon contract execution with an expected end date of September 2022—December 2022 (contingent on bridge opening, date). • The Consultant will provide resources and staff, including subconsultant staff, to support the TDM and behavior change goals of the Reconnect West Seattle Mobility Action Plan. • The Consultant will collaborate with SDOT in assembling an agile team that may possess experience in, but not limited to, the following: social (behavior change) marketing; individualized (community-focused) marketing; regional (i.e. West Seattle and Duwamish Valley) transit and active transportation community support; TDM integration of route/mode discovery and incentive management platforms; subsidy/incentive allocation; UX design; copywriting; scrum. • The Consultant shall apply agile principles to all TDM and behavior change activities.
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	<ul style="list-style-type: none"> • The Consultant’s work will align with and leverage SDOT’s other ongoing employer-based TDM work, including contracted work with Commute Seattle under the Transit & Mobility’s Commute Trip Reduction Program. • The Consultant’s communication and marketing strategy and tactics will align with and leverage the Reconnect West Seattle Mobility Action Plan’s communication efforts, including the support provided by SDOT Communication division, Seattle Department of Neighborhoods, and any SDOT contractors that support Reconnect West Seattle. • The Consultant will provide SDOT with mode recommendations on strategic subsidy/incentive structures and support allocation. • The Consultant may recommend and integrate into strategy a trip planning and incentive management platform with the following capabilities: discovery of modes/routes; deeplinking to and allocation of trip subsidies on partner networks (i.e. walking, biking, Lime, Link, Wheels, KCM TGT, KCM vanpool matching); low-friction trip tracking; geo/time-targeted action nudges. • The project’s strategy and tactics will align with the recommendations of the Reconnect West Seattle Mobility Action Plan Racial Equity Toolkit. • At the end of each sprint, the Consultant will debrief team and SDOT on results. • The Consultant will continue to iterate on successes and work (sprint) through backlog queue of tests.
<p>Contracting Opportunities (3)</p>	<p>Possible Contracting Opportunities:</p> <ul style="list-style-type: none"> • Consultant will provide behavior change (also known as social) marketing strategy, implementation, evaluation, and optimization. • The Consultant shall apply agile principles to the management of all TDM and behavior change activities, which may include, but may not be limited to the following: digital and print content/copy creation and translation (i.e. Traditional and Simple Chinese, Spanish, Vietnamese, Somali, Amharic, Korean, Tagalog), web/app development, community engagement, active transportation experience-based education and support, marketing and advertising (possibly including digital, SMS, print, guerilla, out of home, etc.) • Consultant will manage allocation of mode incentives, which may be executed via a web/app-based, trip and incentive allocation platform. • Consultant will employ people that represent the community values, culture, and language when engaging directly with community. • Consultant will update a weekly reporting dashboard that tracks agreed upon KPIs and support all recommendations and decisions with data-driven evidence that correlates with KPIs and/or the racial equity toolkit (RET) recommendations. • Consultant will communicate complex ideas to city staff and stakeholders through audience appropriate and professional messaging channels that may include leading meetings, giving presentations, and submitting reports.
<p>Scope Details</p>	<p>SDOT is looking to release a Request for Qualifications in January 2021</p>
<p>Contract Estimate(s)</p>	<p>\$999,000</p>





Schedule Summary	SDOT is looking to release this in January 2021
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SDOT UPCOMING CONSULTANT OPPORTUNITIES

Listing Updated Quarterly



Projects	Description	Design Consultant Opportunities	Construction Management Opportunities	Outreach Consultant Opportunities During Design	Outreach Consultant Opportunities During Construction	Planning	Other	Project Manager
Madison BRT --- CM Services	2FTE Assistant RE, 4 FTE Construction Inspectors, 2 FTE Doc Control/Contract Admin, 1/4 time Environmental Compliance Inspector, and 1/4 time Schedule Review Expert for Madison BRT Project.		Q3/Q4 2020					Mark Sliger mark.sliger@seattle.gov 206-733-9936
Northlake Retaining Wall Replacement Consultant	The selected consultant would review and confirm the preferred alternative for retaining wall replacement performed in the previous phase of work, perform field data collection, and provide design services (PS&E), permitting support, and outreach support through 30% Design milestone. Future phases of work may include final PS&E and construction support (RFI responses, submittal review, onsite construction support).	Q4 2020						Michael Ward michaelv.ward@seattle.gov 206-233-3812
Transit Plus Multimodal Corridor Outreach	Contract to support planning, design, and construction of Levy to Move Seattle deliverable Transit Plus Multimodal Corridor projects. Tasks might include: developing Public Involvement Plans, coordinating public meetings, managing written and verbal communications, and engaging and coordinating with external and internal stakeholders about projects and impacts.						Q4 2020	Adonis Ducksworth adonis.ducksworth@seattle.gov 206-684-4193
Roosevelt / RapidRide J Line Outreach	On-call outreach and communications contract to support planning, design, environmental review, and construction of the Levy to Move Seattle deliverable Roosevelt / RapidRide J Line project. Tasks might include: developing Public Involvement Plans, coordinating public meetings, managing written and verbal communications, and engaging and coordinating with external and internal stakeholders about the project, potential impacts, and any environmental review process(es).						Q4 2020	Darrell Bulmer darrell.bulmer@seattle.gov 206-256-5563
Paving Outreach Contract	Outreach and communications contract to support planning, design, and construction of Levy to Move Seattle deliverable paving projects. Tasks might include: developing Public Involvement Plans, coordinating public meetings, managing written and verbal communications, and engaging and coordinating with external and internal stakeholders about projects and impacts.						ON HOLD	Adonis Ducksworth adonis.ducksworth@seattle.gov 206-684-4193

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Northlake Retaining Wall Replacement Consultant

Project Manager	Joel Darnell
Email	Joel.darnell@seattle.gov
Phone	(206) 684-5065

High Level Scope	The selected consultant would review and confirm the preferred alternative for retaining wall replacement performed in the previous phase of work, perform field data collection, and provide design services (PS&E), permitting support, and outreach support through 30% Design milestone. Future phases of work may include final PS&E and construction support (RFI responses, submittal review, onsite construction support).
Contracting Opportunities	Engineering design (civil, structural, utility), Surveying, Geotechnical Engineering, Environmental Services, Inspection, Constructability Review, Cost Estimating
Scope Details	SDOT is looking to release a Request for Qualifications in Q1 2020
Contract Estimate(s)	\$2,000,000

Schedule Summary	SDOT is looking to release this in Q1 2020 with 30% Design complete by end of 2020.
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Transit Plus Multimodal Corridor Outreach On-call Contract

Project Manager	Dan Anderson
Email	Dan.a.anderson@seattle.gov
Phone	(206) 684-8105

High Level Scope	On-call outreach and communications contract to support planning, design, and construction of Levy to Move Seattle deliverable Transit Plus Multimodal Corridor projects including RapidRide corridors.
Contracting Opportunities (3)	<p>A. Ballard-Interbay Regional Transportation System – ESHB 1160</p> <ul style="list-style-type: none"> • <i>Scope Summary</i> Scope will likely include the following tasks: <ul style="list-style-type: none"> ○ Project management, administration, reporting and invoicing ○ Public Involvement Plan ○ Coordination and meetings with SDOT and the technical team or contractor ○ Materials and messaging development (website, fact sheet, mailers, notices etc.) ○ Briefings and presentation prep, staff and reporting ○ On-the ground outreach ○ Preconstruction and construction outreach ○ Coordination with property owners ○ Correspondence management ○ Database management and reporting
Scope Details	SDOT is looking to release a Request for Qualifications in winter/spring 2020
Contract Estimate(s)	\$2,000,000

Schedule Summary	SDOT is looking to release this in Q1/Q2 2020.
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