On December 15, 2023 PSRC staff held an information session for consulting firms interested in submitting a proposal for the Regional Safety Action Plan engagement and outreach work. PSRC staff provided a presentation that highlighted the preliminary scope of work, the selection criteria, and key milestones for the selection process.

Following this presentation, there was a brief question and answer session. The following questions were addressed:

**Q: Please discuss PSRC’s intended approach for working with CBOs.**

A: PSRC has engaged with numerous CBO’s over the past few years as part of the Regional Equity Action Plan, mostly on housing and commercial anti-displacement efforts. Many of those CBOs also work in the Transportation Advocacy space, and we intend to engage with those partners on this topic and connect them with our consultant partners.

**Q: Are there any points associated with the selection criteria?**

A: Yes, PSRC will create selection criteria that includes scoring for engaging with CBOs and other equity-focused partners in the public, private, and nonprofit sectors.

**Q: How are you weighting working with small businesses and Women- and Minority-Owned Businesses?**

A: Our staff are still working on creating the specific criteria, but working businesses and Women- and Minority-Owned Businesses will be included in the scoring criteria as a contributing factor.

**Q: Are you accepting proposals from teams with multiple firms?**

A: Yes, that is allowed.

**Q: Will responses to questions submitted by email be shared publicly?**

A: Yes, they will be posted shortly after the January 5th deadline for submitting questions.
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1. Is there an incumbent? If so, who is it?
   No, this is a new procurement for public engagement support for a new grant funded project.

2. Will the contractor be responsible for writing/developing the content or will PSRC provide approved content for the contractor to use?
   The contractor will be expected to collaborate with PSRC to write and develop content.

3. Beyond the narrative/table format for the staffing plan, are staffing resumes included in the 25-page limit of the proposal? Can full employee resumes be put into an Appendix outside of the 25-page limit?
   Staff bios are included in the 25-page limit. Any appendixes will still be included in the page limit. See page 15 of the RFP for Contents of Proposal.

4. What type of contract will this be, e.g. firm fixed, time & materials?
   This contract is a cost reimbursement with a ceiling.

5. Task 2: How many Public Meetings should be budgeted and are there meeting locations identified or at least the cities where the meetings should be held?
   While we have not yet determined the precise number of public meetings, as a 4-county regional agency we typically hold one meeting each in Kitsap, Snohomish, and Pierce counties, and 2-3 in King County.

6. How many people are expected to attend each meeting. How long should each meeting be scheduled?
   Meetings will be open to the general public and our experience is that they should accommodate 50-75 people. We typically hold meetings with a brief presentation or panel followed by an open house format for a total of 1 ½ - 2 hours.

7. Who will be facilitating each meeting?
   We would expect the public engagement consultant to have a lead role in meeting facilitation.

8. Should drinks and snacks be included in the budget?
   Yes.

9. Task 3: Will the online open house be a part of a current website and if so what is the URL?
   The online open house will be hosted on PSRC’s website: www.psrc.org
   We expect that an online public comment form will be included in the online open house and the Contractor would be responsible for assessing questions and organizing responses.

10. What current web platform is it based on?
    The current web platform is Drupal.

11. Will the Contractor have direct access or will the Contractor need to provide what is needed for PSRC to add?
    The Contractor will work through PSRC staff to build out the open house and upload content on our website.
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12. Task 4: How many meetings per month should the Contractor budget to attend and how long will each meeting be?
   - The contractor should be expected to attend at least two coordination meetings a month and any other meetings necessary for the development and implementation of separate deliverables.

13. Should the Contractor plan for virtual or in-person?
   - We expect that most internal coordination meetings will be virtual.

14. Task 5: Will a link to the public opinion survey be allowed to be added where the Public Meeting information is included online?
   - Yes.

15. Task 5: Does the PSRC have an email address list or text message list to send the survey link to?
   - PSRC has several contact lists, although targeted contacts should be expected to ensure that the survey is administered to a regionally representative sample, as well as to ensure sufficient responses from targeted demographics.

16. Task 5: Will the stakeholders in Task 4 be willing to send the survey link to appropriate groups?
   - We expect targeted stakeholders to be willing to assist in distribution of survey materials if asked.

17. Task 6: Will the Contractor need to recruit focus group attendees?
   - Yes.

18. How many focus groups should the Contractor budget to have?
   - Our experience has shown the need to conduct 4-6 focus groups depending on need to further develop responses from particular subareas or demographics to the regionally representative survey.

19. Should an honorarium be provided to the participants and if so is there a maximum amount per person to put in the budget?
   - PSRC has an honorarium policy for focus groups with payment of $125 per person.

20. Is there a dollar value of the NTE $650,000 that should be included for a media buy needed for the multiple recruitment efforts?
   - There is no specified amount identified for a media buy.

21. Task 7: The desired list of materials is substantial for the website or presentations. Would the same items developed for the website be used in the presentations?
   - Typically, yes.

22. Are there estimates of quantities for each of the different kind of visuals (videos live action or animation, infographics, fact sheets, toolkit) that should be included in the budget?
   - Not at this time. We expect to develop these in consultation with the selected Contractor.

23. How many videos should the Contractor plan on creating?
   - There is no specified number at this time. We expect to develop these in consultation with the selected Contractor.
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24. Task 7: Will PSRC be providing the content or scripts for the materials? Is branding needed?  
The contractor will be expected to develop content and scripts in consultation with PSRC.

25. Task 7: What is the approval process to have any messaging or content approved?  
PSRC’s Communications team and the Project Manager will approve messaging and content.

26. In the Excel Price Proposal form there are two identical tabs. Is the Contractor to just fill out the first tab?  
Additional tabs are provided in case proposers find the need for more space.

27. If the Contractor anticipates more than 10 staff to work on this contract may we add columns to the Excel Price Proposal form to fit all staff in?  
Yes, you may adjust the Excel Price Proposal spreadsheet to accommodate more staff.

28. Is a narrative to be included with the Excel Price Proposal form as a separate Price Proposal document?  
No, please only complete the data requested.

29. Task 4: Are there any expectations regarding the toolkit? What kind of “tools” are anticipated for the stakeholder meetings?  
The toolkit should include an array of different materials that can be used for presentations/briefings to different groups of stakeholders and that can be easily adjusted or adapted depending on the interests of the audience and/or the purpose of the briefing.

30. Task 5: Will the contractor be developing the public opinion survey in collaboration with the PSRC and PSRC TSC? Will the contractor be revising and informing an already existing public opinion survey?  
The contractor will be developing a survey in collaboration with and with input from PSRC staff and potentially the technical support consultant. If appropriate, the survey may include questions or portions from previous surveys.

31. Task 5: Should an honorarium be provided/budgeted for public opinion survey participants, if so, is there a maximum amount?  
This will be determined through conversations with the project team after the contractor has been hired.

32. Task 5: Would offering up to 3 random draw prizes for participants of the survey be an appropriate and/or acceptable alternative to an honorarium?  
This will be determined through conversations with the project team after the contractor has been hired.

33. Task 5: Is there a preferred approach for administering the public opinion survey: online link completed by the individual, telephone survey, a combination?  
A combination of options that will make the survey as accessible as possible to as many groups as possible is preferred.

34. Task 5: Is there a minimum response required/expected to be achieved for the
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public opinion survey

We will require a statistically significant survey with results available at sub-geographies (counties, county subareas) as well as for targeted demographic groups. We expect the survey administrator to have expertise in survey design and deployment and to determine the number of responses that will be necessary for statistical significance.

35. Will the contracted Technical Support consultant (TSC) be facilitating the public engagement activities or should the Consultant plan on locating a subject matter expert (SME) facilitator for those activities?

The Engagement Consultant is expected to play a significant role in the preparation for and facilitation of all public engagement activities, with different levels of involvement depending on the activity and the team’s skillset.